



3 Year Plan

2018-2021

Our Mission

- To provide a welcoming community center where residents of all ages may interact, learn and flourish.
- To inform, enrich and empower community members through access to a comprehensive, technologically sound collection of resources and services.
- To support the needs and interests of our public in an innovative and highly responsive manner.

Sachem Public Library- Your Place to Grow

Vision/Ethos

The Sachem Standard is in everything we do.

To develop a culture of **YES** for our users. Creating possibilities in all areas of Library business.

Our objective is for staff to identify themselves as the following:

- **Experts**
- **Communicators**
- **Advocates**
- **Partners**
- **Doers**

Objective I. To grow as Information **EXPERTS** who adopt the role of Community **EDUCATORS**

Goal 1: Tech Instructors, taught in both class and individual settings. Anticipate trends and be prepared to offer value rich classes.

- Support staff training/continuing education surrounding content creation
- Target a new topic or product to introduce to our public every 6 months
- Become the destination for technology
- Increase the number of Tech trainings, 1 on 1

Goal 2: Maintain a high standard and strong emphasis on reader's advisory for patrons of all ages.

- Get back to basics with the reference interview and retrain staff
- Find a method of sharing with readers current reading trends in an entertaining manner
- Market monthly mini programs with reading recommendations

Goal 3: Information resource management. By assigning Research and Instruction specialists. Develop a team to continually analyze SPL's online resources and draft mini lesson plans for both spontaneous and formal instruction.

- Incorporation these efforts into visually appealing marketing pieces
 - Including the elevator pitch for each product

Objective II. Evolve as **COMMUNICATORS** (internally and externally). Spread the word and generate and interest in all Sachem Public Library has to offer.

Goal 1: Increase public awareness of all the Library's resources and services. We are a vibrant, relevant community resource.

Goal 2: Devise a universal method or clearing house to communicate to our public all Library classes, events and resources in a uniformed and highly professional manner.

- Tighten up our internal communication, as we expand with outreach efforts outside the physical building and grow our team with library professionals, a standard of awareness of these moving parts needs to be refined

Goal 3: Provide our team appropriate professional development and training to meet these ends.

- Schedule on corresponding calendar
- Coordinate via email through proper channels
- Plan necessary materials, ascertain their availability

Objective III. Become **ADVOCATES** for our stakeholders who we have yet to meet

Goal 1: Identify non-users.

Goal 2: Draft an awareness plan for segments of our community. Emphasis on WIIFM (what's in it for me).

Goal 3: Assign personnel to manage relationship development, put a face behind the SPL.

Objective IV. Take on the role as **PARTNERS** in our community, always look for new partnership opportunities.

Goal 1: Advance relationship with the Sachem Central School District.

- Analyze how many students have and use their library card
- Work toward eliminating fines for students
- Become a “1 Card” community

Goal 2: Emphasize and support staff participation in civic groups.

- Identify all civics that operate within the district
- Get interested staff to their meetings
- Ask what can SPL can do for them

Goal 3: Identify Sachem Public Library as a “meeting space”.

- Re-zone the library by noise level
- Encourage civics and community groups to hold meetings at SPL
- Facilitate the community conversation when needed

Objective V. Challenge ourselves to be **DOERS** (continual growth is essential).

Goal 1: Constantly imagine our future, every idea has potential.

- Send staff to meetings in the profession and challenge them to look outside of libraries
- Analyze big business, and ask what can we do differently

Goal 2: Draft your plan. (Individually, departmentally and organizationally)

- Pitch the idea and put in on paper

Goal 3: Turn that plan into reality.