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
  o 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.