Strategic Plan
Briarcliff Manor Public Library
1 Library Road, Briarcliff Manor, NY 10510
www.braricliffmanorlibrary.org
May 2019 through April 2022

Introduction

At the request of the Library Board, a Strategic Planning Committee was formed. It included Board, staff and community members. The Committee met for three sessions in January, February and March 2019 to talk about trends in the community, go over the library's mission and discuss what the library might do over the next three years to meet the community's evolving needs. In preparation, the committee reviewed the *Westchester Library Statistic* 2017, the responses to the Library's September 2018 Community Survey, and the missions and strategic plans of neighboring libraries. The Teen Advisory Board contributed a list of trends and observations, as well.

Library Mission and Goals

The Committee suggested the highlighted additions to the mission:

MISSION
The mission of the Briarcliff Manor Public Library is to provide programs, collections, and information services in a community environment in which residents can meet and interact.

The Library emphasizes:

- Stimulating and supporting all users' appreciation of reading and learning.
- Lifelong learning resources, programs and services for self-directed personal and professional growth and development.
- Collaborating with other Village of Briarcliff Manor departments, institutions, local associations and county-wide organizations to provide programs and services that offer educational, cultural and recreational opportunities.
- Fostering partnerships with other libraries to meet the needs of our patrons by leveraging unique resources.

GOALS

1. To create a warm, welcoming space that fosters personal learning and community interaction.
2. To deliver books, materials and research resources in all formats for informational and recreational reading, viewing, and listening.
3. To engage all users in all stages of life in a broad range of educational, cultural and recreational programs.
4. To expose the community to emerging technology and to provide staff assistance in using these resources to give all users access to excellent information literacy services related to finding, evaluating, and using information effectively.

Trends and Recommendations

The Committee observed the following trends and made recommendations. These are grouped into four themes: space, accessibility, collection (books and resources) and programs.

SPACE

Trends:
People often do not have traditional jobs. They are self-employed, freelance, have flexible schedules and sometimes live alone. They need to "get out of the house" and feel less isolated. They seek out a space where they feel welcome and do not need to buy anything.

Recommendations:
Provide spaces for collaboration, quiet work, networking, and a variety of personal and professional needs.

- Technology-
  - add electrical outlets;
  - loan device chargers;
  - promote wi-fi, printing, fax, scanning, computers and copying;
  - provide assistance;
  - accept credit cards.

- Seating-
  - Continue to clear space and replace storage with seating;
  - Selectively add or replace furniture;
  - Continue to have areas function for multiple purposes.
- In-house offerings-
  - Get second copy of the New York Times, add the Financial Times;
  - Continue popular magazine collection, keep appealing storage;
  - Display books and resource literature;
  - Offer passive activities.
- "Starbuck's" atmosphere-
  - Review library and room use policies-especially with regard to sound, food and drink, cell phone use;
  - Promote pod coffee;
  - Keep area looking current and interesting;
  - Add quotes to wall to set inspiring tone;
  - Research appeal and features of collaborative work spaces and public gathering places.

ACCESSIBILITY

Trends
The average age of the population of the community is getting older. People stay in the community when kids are grown. Seniors are big library users, looking for something to do in the community.

Younger adults have less traditional library needs. Few live here, especially single people. There is a reduction of school age children in the community. The community is becoming more culturally diverse.

Recommendations:
Make the library accessible to all users in all stages of life, including people who cannot get in to the library. Find ways to get out of our walls.

- See our website as a portal-
  - Add short videos online;
  - Live stream and archive programs;

- o Explore who tapes program/cost and permissions/copyright issues;
  - o Enhance web site.
- Explore using public access channel, especially with joint programs with the historical society.
- Support older people and people with disabilities with for example a hearing loop.
- Provide more out of library offerings for seniors-
  - o Outreach to residence communities such as North Hills, The Club, Brandywine on Sleepy Hollow Road;
  - o Offer offsite programs;
  - o Provide case by case outreach for example, patrons can call to request items;
  - o Talk with senior advocate about ways that the Library can support local seniors for example, providing catalog computers to senior centers or including the library in the senior program.
- Meet the needs of 30-40 somethings-
  - o Put a survey on the library web site asking what electronic resources people are interested in;
  - o Evaluate library technology & eResources;
  - o Communicate resources that we have that meet user needs;
  - o Make resources easy to access;
  - o Use Twitter & Instagram to reach young people.

- Multi-cultural: find ways to serve everyone-
  - o Programming/exhibits/space;
  - o Collection/Language learning;
  - o Reach out to cultural groups including make local contacts at annual Multicultural Fair.

COLLECTION (Books and Resources)

Trends
EBooks and audio books are becoming more popular. Patrons do not understand the library platform and need help with setting up accounts. Many do not know library has eBooks.

Recommendations:
Continue to develop the collection to serve the needs of the community, and balance electronic media with traditional books, audio books/car listening with print, and children's books with electronic media.

Promote interlibrary loans of books and articles from outside system to supplement our own collections and meet more specialized needs.

Promote use of the Westchester Community College Library for research, including their books and databases, especially on our web site.

Devote more resources to staff training to learn new platforms and to teach patrons. Highlight an online resource each month.

PROGRAMS

Trends:
People are looking for experiences. They are looking for a place to connect. The Library is value-oriented.

Recommendations:
- Continue to offer and evaluate existing popular programs such as book discussion groups, which are "alive and well here" and video games for middle schoolers.
- Continue to nurture newer programs that are evolving like the Cookbook Meetup.
- Revisit offering some programs that were popular in the past, such as theater group performances on the lawn and play readings.
- Explore offering new types of programs, including experiential programming, such as travel and art exhibit talks with slides; poetry reading/contest with residents; game programs; teleconference with speakers and watch & discuss TED talks.
- Continue alliances with local groups like the schools, recreation department and historical society.
- Seek to foster new alliances, for example with the Chamber of Commerce.
- Look for ways to partner with Friends, including supporting ongoing fundraising.
- Look for ways to support local business.
- Plan programs offsite, for example in the Pavilion.

How to Measure Success

- Adjust monthly report to reflect recommendations.
- Monitor usage numbers.
- Do a follow up Community survey in two to three years.
- Form a Strategic Planning Committee after three years to evaluate and create the next strategic plan.

Adopted by the Library Board of Trustees, April 10, 2019