



Tuxedo Park LIBRARY

Come In. Connect.

TUXEDO PARK LIBRARY STRATEGIC PLAN

MISSION

The Tuxedo Park Library strives to meet the informational and recreational needs of the residents of the Town of Tuxedo. It seeks to be the heart of the community. The library stimulates interest in reading and lifelong learning and affirms the historical significance of our town by providing open access to cultural, intellectual, and educational resources.

COMMITTEE MEMBERS

Tony Davidson, Trustee

Elyse Fuller

Gerry Howard, Trustee

Maria May

Sue Scher

Grace Riario, RCLS

Diane Loomis, Library Director

COMMUNITY SURVEY AND FOCUS GROUP SUMMARY

The Committee sought to gain insight into the community's needs and concerns as well as analyze the value of current library services, resources, and programs to our neighbors. To this end, the Committee met with a few community members representing different neighborhoods within Tuxedo to engage in a community discussion. After which, the committee developed a 16-question survey that was administered through the online survey system Survey Monkey. Requests to participate in the survey were distributed via email, social media, and the library's website. The survey was conducted during the time of COVID and access to various library services changed during the time period.

One hundred and sixty-one people responded to the survey and the majority of respondents were age 40 and over. Most survey participants were regular library users, visiting the library weekly or monthly. Most of our neighbors found no difficulties visiting our library.

Physical books, interlibrary loan, free notary, open WiFi and the physical library environment were some of our most valued services. Twenty-five percent of the participants used our digital services weekly, but the same percentage used the digital service occasional or never. Out of the many digital services we provide, the most popular were our library's: website, the catalog, eBook platform and online programs.

The values our neighbors shared with us via the survey describe a small-town feeling, appreciation for the nature that surrounds us, and our community as a great place to raise a family. Some participants expressed their concerns with regards to the relationships among the neighborhoods of the town and the importance of respect for each other differences.

We are thankful to our neighbors who participate in this process and for all the kind words and appreciation for our staff, services and programs. We take deep satisfaction in knowing that our efforts on behalf of the community appear to be effective and greatly appreciated.

GOALS AND OBJECTIVES

Based on the feedback received from the focus group and community survey, the Strategic Planning Committee proposed the following goals and objectives for 2021-25.

GOAL: Adapt library services to specific community needs of a post-COVID-19 world.

- a. More life skill and career education programs – cooking, cpr, driving tests, babysitting, life planning, etc.
- b. Re-entry workforce programs
- c. Entrepreneur resource programs
- d. Experienced-centered services that encourage environmental literacy – Outdoor Exploration Backpack Program

GOAL: Expand awareness of the library services and programs

- a. Develop a marketing plan to increase awareness of library services and programs.
- b. To increase our FB following and engagement and utilize target marketing
- c. Expand group focus engagement (teens, seniors, new home owners)

GOAL: Develop new and expand existing library online and in-person programming

- a. Develop a yearly calendar of outdoor activities.
- b. Partner with community organizations to provide a range of services and activities on local topics of interest.
- c. Expand our customer service engagement online and in-person
- d. Continue to make library programs accessible online – Facebook Live and YouTube

GOAL: Support Community Engagement

- a. Provide a venue for community engagement and discussions.
- b. Offer education opportunity for community member in diverse topics.
- c. Develop programs and activities that will bring residents together.
- d. Target surveys to elicit feedback from communities not fully represented on the Community Survey.
- e. Continue to participate in community events
- f. Develop relationships with community leaders - school librarian, chamber, town recreation coordinator

GOAL: Expand Popular Non-Traditional Services

- a. Increase museum pass offerings.
- b. Increase the number of notaries on staff.
- c. Explore new innovative services.

GOAL: Extend the library's reach beyond the building

- a. Develop a plan to strengthen and expand our Wi-Fi reach beyond the building.
- b. Provide additional seating and work areas on the library grounds.
- c. Explore more off-site library programs and services.

- d. Expand outdoor activities and access.
- e. Provide and expand additional security outside the building

GOAL: Strengthen Communication

- a. Develop a plan to increase our email communication with community members.
- b. Continue to maintain an easy-to-use website.
- c. Enhance our social media presence
- d. Expand our outreach with various community services – St. Mary’s Church, Food Pantry, Toy Drive

GOAL: Implement Emerging Technologies to improve library services

- a. Expand one-on-one tech support services
- b. Expand our line of online services to include a media streaming platform, Hoopla
- c. Develop a Mobile Hotspots lending program
- d. Expand our Wi-Fi reach beyond the building