

2022-2026 CENTRAL LIBRARY STRATEGIC PLAN

In partnership with the Ramapo Catskill Library System (RCLS)



INTRODUCTION

The Newburgh Free Library is the Central Library of the Ramapo Catskill Library System (RCLS) as designated under 273 (b) (1) of the Education Law. This Strategic Plan describes the services funded by the state aid programs of Central Library Development Aid (CLDA) and Central Book Aid (CBA), and not by The Newburgh Free Library budget.

MISSION

The Newburgh Free Library, in its role as the Central Library of RCLS, facilitates quality library service to all residents within the RCLS service area by providing programs, collections and services that enhance individual libraries. The Central Library will lead the way as a model for emerging trends in library services, tools and resources, and serve as an incubator for new, innovative ideas and services.

GOALS

- I. Digital Collection**
The Central Library will facilitate and develop a cost-effective, system-wide, digital collection in response to member library needs, contingent upon state funding.
- II. Training**
Provide opportunities to RCLS member libraries' staff for the training and skill development needed to support excellent state of the art library service.
- III. Technology**
Assist RCLS member libraries in implementing emerging technologies to improve library service.
- IV. Advocacy**
Partner with RCLS and its member libraries in advocacy efforts.
- V. Marketing & Outreach**
Work in conjunction with RCLS to determine dynamic marketing and outreach objectives to promote the programs, resources, and services of member libraries within the library system.

I. Goal: Digital Collection

Activities/Objectives

1. Effectively maintain and develop the System-wide digital content collection and platform in collaboration with RCLS and member libraries.
2. Analyze the digital needs and provide recommendations to System Services Committee.
3. Collaborate with member libraries in maintaining online resources that can be accessed by all residents within the RCLS service area.

Evaluation

In 2023, 2024, 2025, 2026 80% of member library staff report satisfaction with the digital content collection maintained via Central Library.

In In 2023, 2024, 2025, 2026, 80% of member library staff report satisfaction with the online resources available to their patrons via Central Library.

II. Goal: Training

Activities/Objectives

1. Collaborate with RCLS in providing training to RCLS member library staff.
2. Collaborate with RCLS in providing best practice library services informational sessions to RCLS member library staff.
3. Work in partnership with RCLS in facilitating technology training to RCLS member library staff.
4. Identify top 3 skills needed to meet current demands to offer excellent library service.
5. Implement a skills needs assessment that focuses on competence with technology, personal communication skills/styles, teachability, and comprehension of the newest technology, ideas and features in the library information science field.
6. Breakdown of necessary technology skills by job category to provide a core competency list of skills.
7. Establish commitment of all library staff in meeting core competencies of state of the art library.

Evaluation

In 2023, 2024, 2025, 2026, 80% of member library staff report satisfaction with the training provided by Central Library.

In 2023, 2024, 2025, 2026, 80% of member library staff report to have gained additional skills through the training facilitated by Central Library.

III. Goal: Technology

Activities/Objectives

1. Recommend new technologies to Director Association committee as appropriate.
2. Research, study and recommend important new technologies, ideas and trends to address the needs of a rapidly moving library information field.
3. Implement an innovative pilot program to create a consistency among libraries in technology they offer.

Evaluation

In 2023, 2024, 2025, 2026, 80% of member library staff report to have participated in surveys or personal interviews to assess goals and achievable outcomes.

In 2023, 2024, 2025, 2026, 80% of member library staff report satisfaction with technology initiatives introduced after member library staff feedback.

IV. Goal: Advocacy

Activities/Objectives

1. Collaborate with RCLS and its member libraries in advocacy efforts to enhance community knowledge about library services.
2. Work in partnership with RCLS to educate elected officials about library services and programs.
3. Create training tools and curriculum to inform, educate and train staff in the art and importance of advocacy.

Evaluation

In 2023, 2024, 2025, 2026, 80% of member library staff report to have participated in surveys or personal interviews to assess increase in skills and comfort level with implementing advocacy efforts.

In 2023, 2024, 2025, 2026, 80% of member library staff will identify marked benefits from increased skills in advocacy via survey.

V. Goal: Marketing & Outreach

Activities / Objectives

1. Work in conjunction with RCLS to determine dynamic marketing and outreach strategic objectives to share the programs, resources and services of member libraries within the library system.
2. All items within this plan of service will be strategically marketed to maximize access and effectiveness of all library services.
3. Marketing is used to determine our budgetary priorities.

Evaluation

In 2023, 2024, 2025, 2026, 80% of member library staff will identify marked increase in knowledge and usage of programs, resources and services via survey.

Newburgh Free Library Board Approved 6.22.2021
RCLS Board Approved 8.16.2021