

North Greenbush Public Library

Long Range Plan

2024-2028

Goal 1 Increase Public Visibility within our Community

The visibility of the North Greenbush Public Library (NGPL) in the North Greenbush community is limited. NGPL will increase its public profile by increased number of press releases and increased interactions/coordination with the NG Town Board and other organizations with the NG community.

Actions:

1. Assess current marketing activities and assess social media presence
2. Work with a web designer to create a new website
3. Improve physical library signage outside the library entrance
4. Initiate more frequent interactions with Town Board members to improve communications between the two boards, particularly regarding the Town's plan for the Municipal Building.
5. Explore developing programs in collaboration with local community groups.
6. Update the mission statement
7. Work together with the Board and others to develop a basic marketing plan

Action Steps

Hire a web designer to create a new library website that is more user friendly and compatible with the Upper Hudson Library System web servers.

Identify other paper based marketing options similar to the Advertiser

Conduct informal surveys of patrons at current library programs to see how they are learning about NGPL programs

Identify a Town Board member who will work with NGPL Board to improve communications between the two Boards

Work with the Town to provide a library presence at appropriate Town sponsored events and help the Town promote their events.

Grow the number of subscribers for the library's electronic newsletter mailing list

Form a committee to develop the marketing plan

Goal 2 Improve Library Space

Libraries today are more than just a warehouse for books, and thus, the modern library needs more than just space for books. Libraries have become meeting places for sharing and learning, both via the Internet and through public gatherings. The expansion of NGPL collection and additional requirements of space for computer stations, displays of new material, a circulation desk, offices and book sale have limited the space for sharing and learning. NGPL has outgrown its space defined by the current floorplan in the NG Municipal Building. Patrons, staff and trustees recognize the deficiencies of the current space. Based upon community comments received during public meetings, the board of trustees will work with a real estate agent and library architect to find an appropriate parcel of land for a new library.

Action Steps

Work with a real estate agent and architect to analyze available land throughout the Town

Work with an architect that specializes in library construction to plan a new library based on what our current needs are and including space for future expansion as needed.

With the Finance Committee, work to develop a stable and sustainable plan to fund the new library project including locating grants and fundraising opportunities

Create a plan to clearly and effectively communicate all the new library plans to the North Greenbush community

Goal 3 Increase and improve adult programming

Due to space constraints, NGPL has not traditionally offered many in-person programs. However, in the past several years we have successfully increased the number of in-person programs we host for children and families. We need to apply the same framework we have used for children's programming to adult programming. Increasing adult programming will also help us with our first goal of increasing public visibility.

Action Steps

Set a goal to add at least ten adult programs to the calendar each year.

Survey patrons to see what type of programs they would like to see

Seek out collaborative opportunities with other community groups to find educational and affordable programming options

Work with the Town (or other community partners) to find suitable locations to host the programs.

Create a simple exit survey for our programs so patrons can help us evaluate the programs.

During the annual budget process, review the programming line in the budget to make sure there is a sufficient amount available with the increase in programming.

Approved by Board April 25, 2024