

The Hendrick Hudson Free Library

Planning for the Future

Strategic Plan

2013-2017



Developed by
the Trustees, Director, Patrons and Staff
of the Hendrick Hudson Free Library

M ission

The mission of the Hendrick Hudson Free Library is to provide access to informational, educational, cultural and recreational materials and services in a variety of formats and technologies; to serve the library needs of the community; to be a gathering place for community members; to be responsive to the changing demographics of our community, and to uphold the public's right to free and uncensored access to information.

M essage from the Director

What will the Hendrick Hudson Free Library look like in the future?

We set out to answer this question in early 2012. We created our roadmap to the future based on economic, demographic, technological, and library trends; conversations and interviews with our library staff and patrons; and feedback from a community-wide survey.

We discovered that our roadmap has many different possible routes. Some are direct, some detour or twist and turn, while others travel in unknown directions. Each person who enters our doors chooses the route that is right for him or her and it is our mission to guide that person to his or her destination, whether it is informational, educational, cultural or recreational.

It is our challenge to combine the familiar highways that our patrons have come to expect (books, story times, programming) with new routes (e-content, Internet) in an ever changing world. This document - to be revised and updated periodically - is a compass directing us towards our future. We encourage you to take the journey with us.

(For a list of completed items since 2012 see appendix.)

M. Jill Davis
Director

ur History

The Hendrick Hudson Free Library was founded in 1931, by a group of women from the College Hill section of Montrose, with a collection consisting entirely of donated books. In 1938, the library applied for and received a Provisional State Charter. In 1949, we received an Absolute Charter calling for the support of the residents of the Hendrick Hudson School District. The Library, then as now, is governed by a Board of Trustees made up of community members, which has the responsibility to oversee and direct fiscal and property management, create policy, and appoint and advise the Director.

Since receiving its Charter in 1938, the Library has occupied several sites in the hamlet of Montrose, along the Albany Post Road corridor, including the Kavana Building, and the former Cortlandt Engine Company firehouse. But as far back as 1986, the need for a larger permanent location was apparent. To that end, in August 1993, we purchased 2.5 acres on Kings Ferry Road between Tate Avenue and Coachlight Square.

The dream of a larger home became a reality in July 1997, when the library moved to a new 15,900 square-foot facility with 67 parking spaces. With the completion of an expansion project in April 2002, an additional 900 square feet were added to the Children's Room and the unfinished second floor space became a large community room (now the Constance Dyckman Community Room) for programming and art exhibits. The previous community room space was reconfigured into a study room, patron lounge and seminar room. In 2011, the first floor space was reconfigured to include a dedicated space for teens.

Right Now

Our Library facility currently provides:

- a community room with seating for 125 and well-lit exhibit spaces
- comfortable seating for study and leisure reading
- two enclosed quiet study rooms
- a teen room dedicated to their interests and needs
- a reference area accommodating seven computer workstations for Internet access and word processing
- WiFi throughout the building
- a children's room with its own computers for games and Internet access and a separate program area.

Remodeling plans are currently underway which will provide additional study rooms, expanded lounge space and additional amenities for patrons. Flexibility in design will allow for future expansion and change to meet the material, technological and social needs of the community.

ur Roadmap

Technology

We live in a world of rapidly changing and evermore powerful information technologies. We are committed to keeping abreast of new developments and new tools, adopting those that best serve our library community. In addition, we aim to educate and empower our patrons to use these tools on their own.

- Use technology to help reach new patrons
- Provide virtual library services
- Continue to offer programs and workshops on current technologies
- Redesign website to promote both library and website usage
- Continue to explore E-content
- Investigate alternative ways to deliver library services

Community

We currently serve as a favorite destination and gathering place in the community. We seek to further expand our presence in the community by forming partnerships with local businesses and governmental units, and creating and publicizing additional traditional and non-traditional library programs which will serve the community.

- Connect with local businesses through traditional and social media
- Participate in and support nontraditional library activities
- Establish a presence at town/village meetings
- Develop a well-recognized "brand" for the library
- Expand after-school programs
- Increase cooperation with local schools

Funding

We are ever mindful that the taxpayer is the source of our funding and that good financial stewardship is essential. An uncertain economy may affect future budgets and development of new programs. We will devise creative and innovative ways to raise additional funds.

- Investigate how other libraries fundraise
- Research grant opportunities
- Consider a yearly fundraising letter request
- Investigate online book selling of retired collection materials

Literacy

We support programs that are centered on the recreational, educational, and cultural literacy of the community, which is a vital role of our library. This includes reaching out and forming partnerships with other organizations to create a more literate community.

- Work with the school district to support district goals
- Help families integrate learning into daily life
- Build a community centered around reading
- Introduce new families to library services
- Support the non-English speaking community

Services

We strive to improve and expand library services to meet the needs of our patrons by continually seeking our patrons' opinions and suggestions. In addition to enhancing traditional library services, we seek to provide our patrons with new services.

- Establish ways for the public to provide feedback regarding library services
- Provide information on community activities
- Implement new services to better serve our patrons
- Create strategies to improve collections and services
- Enhance on-site library services
- Create an enjoyable library experience
- Provide a public color printer
- Create diversified programs that support different cultural needs

Facility

We will ensure that the Library remains an inviting, functional, user-friendly facility with space that can adapt and support the changing needs of the community and provide a safe place to gather.

- Construct an adult quiet room
- Establish quiet times in library
- Update furniture, add color and artwork especially in children's area
- Explore construction of a quiet area to play in the children's room
- Provide additional meeting spaces for the community
- Expand children's area
- Investigate our possible role as a community performing arts center
- Decrease our carbon footprint

Staff

We support the delivery of traditional library services and new technologies with a knowledgeable, technically competent, and customer-focused staff. This is an essential component in order to provide exceptional library services to the community.

- Continue to provide and support staff opportunities for professional development in the library field
- Improve staff productivity and efficiency by exploring new tools and technologies
- Provide information to staff on a timely basis regarding services and policies
- Encourage staff involvement in community groups/activities
- Train all staff to be ambassadors of library resources and services

Appendix

C ompleted in 2008-2012 Strategic Plan

Serve the public's needs through use of technology

- Hired a part-time tech/webmaster
- Used Bookletters and Constant Contact to distribute the Library's informational materials i.e. newsletter, program flyers
- Made possible online fundraising with PayPal link on webpage
- Installed an additional circulation terminal at front desk
- Installed Microsoft Office 2010 on public use personal computers
- Increased the number of public internet workstations in the adult areas
- Updated gaming computers in children's area
- Developed a collection that includes multiple copies of current materials (books, DVD's, CD's) for browsing (Express) collection
- Provided a public fax machine

I **ncrease community connections**

- Established partnerships with local senior centers for Matinee Movies, Book Groups and Book-and-a-Blanket Programs
- Enhanced current literacy program to include after-school homework help, workshops and adult ESL classes
- Established connections with local businesses (Dunkin Donuts/Barnes and Noble) as well as connections made through membership in the Hudson Valley Gateway Chamber of Commerce

E **xplore the viability of building expansion**

- Increased the effectiveness of our library services by creating a plan to provide more study space; increasing office, storage and custodial space; offering patrons vending options; and increasing energy efficiency.

E **xplore alternate sources of funding**

- Established a planned giving program