



Strategic Plan

2018 - 2023

Library Staff

Library Director: Christina Becker

Assistant Director: Julie Wetherby

Saturday Librarian: Laura Fedler

Library Assistants: Gail Vogel, Judy Dupuis, Gabriel Patterson

Student Assistants: Cassie Bovie, Isabella Dill, Canaan Cassano

Story Hour Coordinator: Betsy Brander

Library Board

President: Susan Sawyer

Vice President: Clem Crowe

Treasurer: Bob Odess

Secretary: Jennifer Baker-Porazinski

Trustees: Monica Ravreby

Nancy Sue Mitchell

Mary Laedlein

Ken Gottry

About the Library

The Cambridge Public Library can trace its lineal roots back to 1799 when subscription was raised to erect the Cambridge Washington Academy in 1800. For the first 100 years of its life, the library was housed in school buildings. The Cambridge Public Library as we recognize it now was built on the grounds of the old Union School and opened to the public on May 1, 1904. The Regents of the University of the State of New York chartered the library on March 7, 1907. In 1987, a 1,200 square foot addition was put on the original Colonial Revival through funds raised by community donations, the established Cambridge Library and Building Fund, the Ellen Cheney Bequest, and a grant from the State Education Department. This addition is now the entrance to the library, the computer center, and holds the circulation and reference desk. While Cambridge Public Library was originally chartered to serve the Village of Cambridge, and has been funded primarily through a village tax, the library's service has extended to include residents in the surrounding towns of Cambridge, White Creek, and Jackson as well as seasonal visitors and tourists. Additional revenue for the library has been gained through contributions from the surrounding towns as well as an appropriation tax on the entire Cambridge School District.

Mission Statement

The Cambridge Public Library aims to provide the highest level of public library service in the most efficient and cost effective manner to all residents in the greater Cambridge community; including the citizens within the Village of Cambridge, the Town of Cambridge, Town of White Creek and Town of Jackson. Our goal is to stimulate the connections between people and ideas, to encourage literacy, and to promote free exchange of information and resources for cultural, educational, and economic development while fostering a sense of community in a welcoming environment.

Values

A word cloud of library values. The words are arranged in a roughly circular pattern around the central word 'Community'. The words include: Opportunity, History, People, Access, Literacy, Open, Books, Collaboration, Engagement, Education, Service, Information, Resources, Internet, Movies, Involvement, Free, Health, Inclusive, Literature, and Connection. The word 'Community' is the largest and most prominent.

Process and Purpose

The Cambridge Public Library Strategic Plan for 2018 – 2023 has been developed in an attempt to create common goals and purpose between the community and the library. The strategic plan also provides the framework necessary to evaluate the performance, management, and service of the library over the next five years. The overall goal of the library strategic plan is to provide a guide for future public library service that will respond to the changing needs of the social, educational and economic environment through innovation, community connection and collaboration.

The Cambridge Public Library Strategic Plan for 2018 – 2023 was developed after an extensive evaluation of the community’s vision for the public library. This evaluation was performed over a six month period through the distribution of library surveys and through public community discussions held at the library in November and December 2017. The library’s strategic plan is a direct reflection of the values, ideas, inspirations, and needs expressed by Cambridge community members.

It will be the responsibility of the Library Director and the Library Board to develop, deploy and evaluate the strategic plan in order to align the services of the library to the needs of the community. Although the strategic plan is developed to cover a five year span, it is intended to be a living document. The goals and objectives included in the strategic plan may be achieved in shorter or longer time intervals and are intended to be evaluated every three – five years. In 2023 the overall strategic plan will be re-evaluated and goals that have not been achieved may be adjusted and incorporated into the 2023 – 2028 strategic plan.

Key Topics

Collection Development/Maintenance

Facility

Funding

Education

Technology

Local History

Outreach

Community Engagement

Goals and Objectives

Library Collection

Goal: To expand and curate our collection to meet the informational and recreational needs of our community in the most accessible format possible.

Objectives:

Adult Fiction and NonFiction

- Purchase popular titles and material reflecting current interests of community
- Replace outdated reference materials
- Fill gaps in collection regarding missing literary classics

Children's Fiction and NonFiction

- Expand Graphic Novel collection
- Expand Juvenile and Young Adult Fiction collection
- Expand Children's NonFiction collection
- Follow trends in Children's Fiction

Special Collections

- Maintain collection of popular DVD titles
- Increase collection of television series on DVD
- Maintain popular offerings on Audiobooks
- Routinely update E-Book offerings on library E-Readers
- Evaluate usage of Museum Passes yearly
- Discontinue museum passes that are unused yearly
- Identify new destination pass offerings yearly
- Develop MakerSpace bags for lending

Collection Maintenance and Organization

- Create system allowing public to suggest specific materials for collection
- Create display highlighting local author materials
- Perform a yearly weeding project of damaged or uncirculated materials
- Evaluate and reorganize shelving as needed for space efficiency and ease of access

Facility

Goal: To foster community engagement in a space that is inviting, accessible and inclusive.

Objectives:

Exterior:

- Perform yearly maintenance of the exterior of building
- Plant gardens in open space by historic entrance
- Create gathering place for community engagement

Interior:

- Perform a professional evaluation of building structure
- Develop a plan for building renovation/expansion
- Create quiet space for studying/reading
- Expand Children's section
- Allocate funds to improve physical space
- Maintain historic building and restore historic entrance

Funding

Goal: To provide the best possible public library service in the most efficient and fiscally responsible manner possible.

Objectives:

- Perform a yearly public budget workshop with Library Board members
- Actively pursue new service, collection, and construction grants
- Continue to shift majority of funding to School District
- Utilize dedicated volunteers to minimize operation costs while maximizing library hours
- Attend State and Federal Library Advocacy events

Education

Goal: To provide the tools and resources needed for life-long learning.

Objectives:

Adult Literacy:

- Provide quality materials with a range of reading levels
- Develop and maintain adult literacy tutoring services

Early Literacy:

- Expand Early Literacy education programs
- Promote 1000 Books before Kindergarten program

Other Education Program:

- Present educational programs regarding digital literacy, health services, agriculture, horticulture and other community interests
- Offer regular STEM programs
- Develop program to supplement and support Home School families

Technology:

Goal: To offer free access to technology necessary to function in modern society.

Objectives:

Computer Stations:

- Replace computers as needed – every 3-5 years
- Keep computer applications up-to-date
- Provide tutorial materials near computers
- Update printers and scanners
- Install standing computer stations
- Acquire updated technology for library presentation and programs

Staff and Training:

- Provide and encourage training for staff in basic computer skills
- Seek volunteers to reinstate sustainable “Geek” program
- Follow technology trends and social media trends
- Overhaul design and functionality of Library website and social media

Local History

Goal: To preserve the history of our community and make all historical materials available to interested members of the community.

Objectives:

- To collect and preserve local history materials
- Organize and label the archive cabinets for ease of access
- Provide programs and presentation by local historians
- Pursue funding for preservation of historical documents

Outreach

Goal: To bring library services outside of the walls of the library to connect with and serve community members who cannot access the library.

Objectives:

- Develop library outreach days in areas within Town of Cambridge, Town of Jackson and Town of White Creek
- Create book carts in public spaces around the community
- Provide delivery service for handicap, elderly or immobile patrons
- Increase community awareness of library services through library newsletter, social media, library website, press releases and library presence at community events

Community Engagement

Goal: To build a stronger, sustainable community through collaboration and engagement between the library and other community organizations.

Objectives:

- Promote community events
- Encourage new partnerships with local groups, organizations and businesses
- Create consistent library presence at Cambridge Farmer's Market and Cambridge Youth Center
- Host quarterly community meetings to improve connection of people, ideas, and resources