



# **Strategic Plan**

## 2024-2029

### Library Staff

**Library Director:** Christina Becker  
**Assistant Director:** Julie Wetherby  
**Saturday Librarian:** Laura Fedler  
**Library Assistants:** Judy Dupuis,  
Leigh Anne O'Neill, Angelina Hackman  
**Story Hour Coordinator:** Jennifer Grace

### Library Board

**President:** Susan Sawyer  
**Vice President:** Ken Gottry  
**Treasurer:** Bob Odess  
**Secretary:** Mary Laedlein  
**Trustees:** Monica Ravreby  
Gerry Preece  
Rebecca Flynn

## 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 Building 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 word 'Community' is the largest and most prominent. Other words include 'Education', 'Collaboration', 'Books', 'Access', 'Literacy', 'Engagement', 'Open', 'History', 'People', 'Information', 'Resources', 'Internet', 'Movies', 'Involvement', 'Free', 'Health', 'Inclusive', 'Literature', 'Service', and 'Connection'.

## **Process and Purpose**

The Cambridge Public Library Strategic Plan for 2024 - 2029 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 2024 – 2029 was developed after an extensive evaluation of the community’s vision for the public library. From August of 2023 through December 2023 the library gathered public input through the distribution of library surveys and open discussion to assist in developing the Strategic Plan. In addition, an evaluation of the 2018 – 2023 Strategic Plan helped to determine which goals were met, which goals should be re-evaluated, and which goals should be incorporated into the 2024 – 2029 plan. It is no surprise that many of our goals were either altered or interrupted by the Covid-19 pandemic and the shutdowns throughout the country in 2020. However, the Cambridge Public Library also achieved many of the goals listed in the 2018 – 2023 Strategic Plan, such as completing an extensive evaluation of our facilities and developing a master plan for new construction, establishing the Seed Library, Take & Make program, and STEM Kits for lending, completing annual reviews and updates to library policies and procedures and more. The library’s 2024 – 2029 Strategic Plan will build on that momentum.

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 2029 the overall Strategic Plan will be re-evaluated and goals that have not been achieved may be adjusted and incorporated into the 2030 – 2035 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
- Analyze collection annually to identify missing areas of interest/popular titles
- Fill gaps in collection regarding missing literary classics

#### Children's Fiction and NonFiction

- Expand Graphic Novel collection
- Expand Children's Fiction – specifically early reader chapter books
- Review Children's Non-Fiction collection to keep information up to date

#### Special Collections

- Maintain collection of popular DVD titles
- Increase collection of television series on DVD
- Evaluate and update Audiobook offerings to maximize space and cost efficiency
- Develop "Library of Things" – loaning of specialty items
- Identify new destination pass offerings yearly
- Develop MakerSpace bags for lending
- Large Print Materials

#### Collection Maintenance and Organization

- Create room in budget for expanded digital offerings such as Hoopla or Kanopy
  - Clear out excess and unused items in basement to create more storage
  - Evaluate and reorganize shelving as needed for space efficiency and ease of access
- ❖ **These goals will be measured annually using data collected in the library's Annual Report submitted to New York State and through evaluation of patron usage.**

## **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
- Remove shrubs by entrance of building – rehab existing gardens

#### **Interior:**

- Continue pursuing Master Plan for building renovation/expansion
- Complete Phase 1 of Construction plans – Quiet Reading/Work Room
- Continue development of construction plans and funding for Community Room
- Continue development of construction plans and funding for Children’s Room
- Continue development of construction plans and funding for historic building renovations – Adult Collection/SOHO

- ❖ **The Library Board will complete a yearly walk-through of the building to evaluate any maintenance needs. Phase 1 of Construction to be completed by the end of 2025.**

## **Funding**

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

### **Objectives:**

- Perform a yearly budget workshop with Library Board members in October
- 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
- Actively search for and pursue free community services through collaboration with outside organizations
- Attend State and Federal Library Advocacy events at minimum once per year

- ❖ **These goals will be evaluated annually using data from the Annual Report submitted to New York State and through the annual budget workshop.**

## **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
- Provide space and support for adult learners inside library
- Develop and maintain adult literacy tutoring services

#### **Early Literacy:**

- Expand Early Literacy education programs
- Establish an Early Literacy reading incentive program

#### **Other Education Programs:**

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

❖ **These objectives to be evaluated annually at the Library Board Organizational meeting in January.**

## **Technology**

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

### **Objectives:**

#### **Equipment and 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
- Establish work stations in quiet space
- Acquire updated technology for library presentations and programs

#### **Staff and Training:**

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

- ❖ **These objectives measured using community surveys and data collected annually.**

## **History and Archives**

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

### **Objectives:**

- Create collaborative relationship with local Historical Society
- Organize and label the archive cabinets for ease of access
- Provide programs and presentation by local historians
- Pursue funding for preservation of historical documents

- ❖ **These objectives will be evaluated annually using data from the Annual Report submitted to New York State and through patron feedback.**

## **Outreach**

**Goal:** To bring library services outside of the walls of the library to connect with and serve community members.

### **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
- Establish a listserv for community members to send reminders and updates about library events and services
- Increase community awareness of library services through library newsletter, social media, library website, press releases and library presence at community events

- ❖ **These objectives will be evaluated annually at the Library Board organizational meeting as well as using monthly data gathered from the website and social media sites.**

## **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 community events
- Host semi-annual community meetings to improve connection of people, ideas, and resources.

❖ **These objectives will be reviewed annually and measured using community feedback and data gathered for the Annual Report.**



