



# Strategic Plan 2022 – 2025

## **Planning Summary**

The following is a three-year plan of service for the Rosendale Library spanning from 2022 through 2024. This plan was created by a committee of seven including two library staff, three board members, and two members of the Friends of the library. The themes and priorities for the service are a direct result of input collected from the community in a series of community conversations conducted during the spring and summer of 2021. The person to contact with questions or issues regarding this plan is the library director.

The plan is organized around five major themes that express the major aspirations of the community at the time the community conversations were conducted. It is worth noting that the conversations took place outdoors, online, or over the phone because we were in the midst of a global pandemic.

## **About Our Community**

The Town of Rosendale has a population of approximately 5800 people and includes the Village of Rosendale, and the hamlets of Tillson, Bloomington, and part of the hamlet of High Falls. Rosendale is located in the Roundout Valley and is known for its history of cement mining beginning in the 1820s and ending in the late 1960s. The Rosendale Library was established in 1958 in the All Saints Chapel, a building constructed of Rosendale Cement. The Rosendale Library became a special legislative district in 1987.

## **Mission Statement**

The Rosendale Library provides effective library services to the Rosendale community. It makes available materials in both print and electronic formats which serve the informational, educational, recreational, and leisure needs of the community from preschool to adult.

# **Theme 1: Fostering opportunities for lifelong learning and creative expression.**

## **Goal 1: Develop resources for learning for all ages.**

**Objective 1:** Residents and library users will report that they learned something new at a library program.

**Objective 2:** Maintain up-to-date collection of materials that meet the needs of the community

**Objective 3:** Provide access to up-to-date technology and equipment to meet the needs of the community

**Objective 4:** Establish library policies that are responsive to the needs of the community

## **Goal 2: Provide programs that foster creative expression**

**Objective 1:** The library will hold programs that will foster creative expression where the majority of participants report that they had a satisfying creative expression experience.

**Objective 2:** Maintain staff that is qualified to design and implement learning and creative programming.

Year	Action	Responsibility	Resources & Allies
2022	The library will hold 24 programs for adults and 24 programs for children	Staff	Partnership with Rec. committee and Youth Commission.
	Develop existing relationships in order to offer high-quality art programs on a regular basis	Director and Staff	Form partnerships with local teaching artists and other arts non-profits such as Women's Studio Workshop
	Get feedback on collections and analyze collection use	Librarians	Survey through existing communications channels; Decision Center, Create Lists
	Expand availability of wifi throughout the library grounds	Director	e-rate, MHLS
	Update Mac computer	Director	Budgeting for upgrades of technology
	Purchasing new materials and weeding regularly	Librarians	Staff with MLIS, mobile worklists
	Policy committee creating prioritized timeline for review and update of all policies	Director	Sample policies on MHLS website and from other libraries

<b>2023</b>	The library will hold 24 programs for adults and 24 programs for children	Staff	Partnership with Rec. committee and Youth Commission; local artists, UCLA
	Conduct surveys to find out what programs are working well and where we can improve	Staff	Project Outcome surveys to help measure impact Survey (google forms); mailed newsletter
	Increase number of participants in programs by 10%	Staff	Other community groups and schools
	Develop collections, especially of non-traditional items and e-resources	Librarians	UCLA, community groups
	Explore expansion of broadband into Main St.	Director	Town, Theatre, e-rate
	Develop schedule for updating web page with new materials	Librarians	Library Aware
	Purchasing new materials and weeding regularly	Librarians	Library budget
	Reviewing policies that have not been updated in past 5 years	Director & policy committee	Sample policies

2024	Maintain 24 programs for adult and 24 programs for children	Staff	Partnership with Rec. committee and Youth Commission.
	Publicity campaign of collections, e-resources and services	Staff	Library aware and existing publicity channels, asking “How did you hear about this program?” At the end of each program.
	Incorporate feedback from community survey into development of programming	Staff	Staff, existing publicity channels, public festivals, survey results
	Purchasing new materials and weeding regularly	Librarians	Library budget
	Updating all policies	Director & policy committee	Schedule created in 2022

**Evaluation:**

- Majority of patrons surveyed are satisfied with the library’s collections and access to equipment and broadband.
- Majority of attendees report that they learned something new at a library program
- Majority of program attendees at programs geared towards fostering creative expression will report that they had a satisfying creative expression experience
- All policies are reviewed and have been updated between 2019 and 2024.

## Theme 2: Community Connections

### Goal 1: Fostering a sense of belonging and a connection to village of Rosendale and its hamlets

**Objective 1:** Encourage social connections and help people to feel more connected to Rosendale as a home base.

Year	Action	Responsibility	Resources & Allies
2022	Hold programs and invest in resources that highlight local history	Staff	Century House, Local history collection, UCLA, local history societies
	Move LH binders etc to basement for evaluation	Pages	Staff
	Open a Little Library in Tillson	FRL	Local carpenter/building contractor
	Develop a volunteer program at the library	Staff/FRL	Friends
2023	Evaluating and organizing LH binders	Director and staff	Basement storage area
	Help to publicize town wide festivals and events	Staff	Encourage planning groups to meet at library
	History walks eg cement kilns, D & H canal locks, cemeteries	Program Coordinator	Local community groups Century House, Town Historian
2024	Research grants for metadata local history project	Director	Community Foundation, Foundation Center
	Use volunteers to coordinate information about volunteer opportunities throughout the community	Volunteers	Office of the Aging, Ulster Corps, Food Pantry, Theatre, Century House, Church groups, Woodcrest
	Open a Little Library in Bloomington	FRL	Local carpenter/building contractor

**Evaluation:**

- Majority of participants in a local history program found value in attending the program.
- Local history collections are evaluated and organized
- A plan is in place for moving forward with digitization
- The library increases the number of active volunteers
- The library provides an informational resource for people interested in volunteering in the community

## Theme 3: People want to know what is going on and is available to them

**Goal 1: To make the community more aware of resources and programming available through the library.**

**Objective 1:** The library will publicize in various ways so that the majority of people in the Rosendale Library district are aware of library resources.

**Objective 2:** Help people learn about community events and resources

Year	Action	Responsibility	Resources & Allies
2022	The library will send at least 4 printed town-wide newsletters per year.	Library director and staff	Library budget- outreach, FRL funds
	Create and send monthly eNewsletters and mid-month program reminders. Update the website weekly.	Director & staff	Staff, LibraryAware, Canva
	Keep our social media presence up to date: FB, Instagram, TikTok	Staff & Teen Pages.	Staff, possible paid product
	Hire handy person to do maintenance & odd jobs	Director	Rosendale happenings; word of mouth
2023	Research ways to publicize better locally	Director	Newspapers, google analytics, radio Kingston
	Develop relationships with local media outlets	Director	
	Convert kiosk to chalk board and update with programs regularly	Handy person	

<b>2024</b>	Adapt kiosk to create a community bulletin board.	Handy person	Local festivals and organizations
-------------	---	--------------	-----------------------------------

**Evaluation:**

- Survey program participants about how they heard of event or resource
- Steady or increasing engagement with e-news

## Theme 4: People want to live in a friendly, diverse, tolerant, respectful community

### Goal 1: Encourage and celebrate diversity in our community.

**Objective 1:** Library programs reflect and celebrate the diversity of our community

**Objective 2:** Provide programs and services that promote conflict resolution, active listening, and communication strategies.

**Objective 3:** Support people of all ages being able to afford to live and or work in Rosendale

Year	Action	Responsibility	Resources & Allies
2022	Partner with ABCD Center and Recreation Commission--Offer bi-lingual programming	Programming staff/ Independent contractor	ABCD Center--New Paltz; Town Pool/Pavilion; Radio Kingston Spanish language programs
	Offer a speaker presentation, book discussion and a display of books in recognition of various themes celebrating diversity	Librarians	Qualified programming staff, LGBTQ center, Harambee, Reher Center
	Develop collections that reflect diverse cultures	Librarians	Library budget

<p><b>2023</b></p>	<p>Offer Non-Violent Communication (NVC) or other conflict resolution workshops</p> <p>Programs related to affordable housing</p>	<p>Programming staff/Independent contractor</p> <p>Programming Staff</p>	<p>Barbara Bash (NVC) Family of Woodstock (Active Listening training)</p> <p>RUPCO; Planning Board; Economic Development Commission, Hudson Valley Pattern for Progress</p>
<p><b>2024</b></p>	<p>Offer programs that celebrate full spectrum of gender and sexual identities</p> <p>Convene forum on affordable housing</p>	<p>Programming staff &amp; independent contractors</p> <p>Programming staff</p>	<p>LGBTQ center; Rosendale Theatre</p> <p>RUPCO; Planning Board; Economic Development Commission</p>

**Evaluation:**

- Majority of attendees report that they learned something new about diverse populations.
- Majority of attendees report that they gained new skills and tools for conflict resolution.
- Majority of attendees engaged in conversations about effective strategies to create affordable housing, identifying opportunities and obstacles.

## **Theme 5: People want safe and healthy gathering spaces and access to natural habitats**

### **Goal 1: Maintain and improve the library facility**

**Objective 1:** Provide welcoming public meeting space

**Objective 2:** Increase energy efficiency

**Objective 3:** Provide a safe haven during emergencies

**Objective 4:** Provide programs to highlight local natural habitats

Year	Action	Responsibility	Resources & Allies
2022	Fundraise and publicize for gazebo at library for meetings and programs	Director, board and FRL	NY State Construction Grant, Friends, fundraising database, library publicity outlets
	Get contractor quotes for building expansion	Library director	Sa-Ha Construction Co. Gary Roeber, Harmony Builders
	Apply for NY State Construction grant for insulation and storm windows	Library director	NYSERDA
	Form both a fundraising committee and construction committee from the board and FRL	Library director, Board, FRL	Board appointee; Construction--Jim Wipf (Woodcrest); Rose Unes, Rachel Helm, Carl Welden Fundraising--Eileen Hall, JoAnn Reuben and board members (Beth King and Jacky Davis?)
	Continue library nature walks & programs	Staff & Independent	WVLT, Mohonk Preserve, SUNY New Paltz, local naturalists
	Install generator	Contractors	Construction Grant; Facility Plan
	Install energy efficient HVAC	Contractors	Facility Plan; NYSERDA audit; Construction Grant

<b>2023</b>	Fundraise & publicize Library expansion project to create Community room, children’s room & restrooms for library	Library director, Board, FRL	Library publicity outlets, donors, professional publicist?, community conversation participants, Theatre
	Apply for construction grant for building expansion	Library Director	MHLS
	Research funding sources, including borrowing	Library Director Fundraising committee	Foundation center, community foundation
	Expand on nature programs according to attendance of previous year	Staff and independent contractors	WVLT, Mohonk Preserve, SUNY New Paltz, local naturalists
<b>2024</b>	Consult with counsel on methods for borrowing funds	Library Director	MHLS, Legal counsel
	Construction starting for community room--permits	Library Director & Contractor	Building department
	Continue successful nature programs	Staff and independent contractors	WVLT, Mohonk Preserve, SUNY New Paltz, local naturalists

Evaluation:

- Gazebo gets built and is utilized for programs and by patrons.
- Reduction in energy use
- Successful fundraising
- Majority of nature program attendees reported that they enjoyed and or learned something new about local natural habitats.