

PALISADES FREE LIBRARY

19 Closter Road
Palisades NY 10964
www.palisadeslibrary.org

Long Range Plan 2019 – 2024

Quotes from surveys and focus groups

A library of this quality in such a small neighborhood is a 'miracle'.

The library has the ability to be the 'glue' that holds the community together.

I love the local history hanging on the wall! It makes the library so much more fun to explore!



I love the friendliness and welcoming attitudes at the library.

This library is so cozy, homey and earthy. It is a special place to visit like coming home to a close friend/relative's cottage.

Introduction

From its beginning as a small subscription library housed in a private home, to its current location on Closter Road, the library is the beating heart of Palisades. The library staff prides itself on creating a space that is more than a building housing books and DVDs. The Palisades Library is a friendly place where everyone is encouraged to explore the world through literature, activities, and discourse. The residents of Palisades treasure their library and active participation from every corner of our hamlet has kept it dynamic and successful.

Every three to five years the library trustees revisit the library's mission and evaluate services to prepare a long range plan. We seek to understand why people use the library and why they don't. How can we engage our patrons and make the library an even more welcoming place while also expanding our reach beyond the library walls? Are we reaching every demographic? Based on a survey and focus groups we discovered what the community wants for the library:

Community Needs

- Overall, community is very satisfied with the current library service
- Preservation of Local History and the historical character of the hamlet
- More programming for older teens
- Family programming - movies and concerts held on site
- Display and access of Local History and Archives
- Gallery Space for local artists
- Place for quiet study and reading
- Notary Public
- Access to new books
- More museum passes
- More children's programming
- Weekday evening children's programs

Vision

To connect people with ideas and one another through reading, creating, and learning.

Mission

The Palisades Free Library enjoys a unique relationship with the hamlet of Palisades as a vibrant cultural landmark. The library's mission is to promote, support and sustain this relationship through its work as a public resource for education, information, and enlightenment. It will continue to promote intellectual freedom and public discourse, as it adapts to the changing cultural and intellectual needs of its citizens. The Palisades Free Library endeavors to fulfill its mission through responsible governance, ensuring a consistent and durable future for itself and for the residents of Palisades.

**Palisades Free Library
 Long Range Plan
 SWOT Analysis
 January 11, 2018 and Updated April 30, 2018**

<p>STRENGTHS</p> <ul style="list-style-type: none"> • Excellent Staff and Customer Service • Continuity of Staff • Children’s Programs • Open many hours including many holidays • Location • Building is Comfortable and Charming • Community Support • Trustees Understanding of their Role • Quality of the Collection 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Size of Building: need space for programs, materials, stretching out • Limited Parking • Communication and Awareness • Weak Engagement with Young Adults • One bathroom for staff and public • Part time Children’s Librarian and Teen Librarian • Phone system: can’t save voicemail or access remotely • Trustee “onboarding”
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Outreach to Sparkill and Rockleigh residents, elderly and homebound • Maximize exhibit space • Teach using media • Digital Collections like Kanopy and Hoopla • Community partnerships • “Curated” book displays/Readers advisory • Teaching/Promoting Local History • Expand Early Literacy • Children’s art program • Children’s music program • Notary • Exhibition Space • Open earlier: 10:00 am • Automatic Renewal/Fine Free • Cooperation with South Orangetown Libraries • Walk to your library campaign 	<p>THREATS</p> <ul style="list-style-type: none"> • Competition from other libraries and organizations • Digital Age - streaming video • Digital Age – Google is the new reference librarian • Amazon – convenience and immediacy • Limited attention of patrons • Uncertain funding from Orangetown Board • 2% Tax Cap

Goal	Maintain Palisades Identity
Objective or Target	Stay focused on our community's needs to maintain support from Palisades residents through the process of exploring consolidation with other South Orangetown Libraries
Actions	<ul style="list-style-type: none"> • Maintain the things that make us special and different from the other local libraries. • Survey the community through formal and informal means to bring forth ideas, programs and suggestions consistent with their needs. • It is not a time only to consider the bigger picture, but also continue to think and act locally
Who	All staff and trustees
Timeline	Based upon consolidation schedule
Resources	All staff must keep up with new directives while being very conscious of our home base community.
Monitor or Evaluate	<ul style="list-style-type: none"> • Keep in touch with our immediate community for feedback. • Converse with patrons when they come in or call.

Goal	Further our mission through partnerships
Objective or Target	Expand our clientele and expertise, and limit our liabilities for trying new things by partnering with other organizations
Actions	<ul style="list-style-type: none"> • Continue to collaborate with the Mighty Five summer reading programs • Continue to collaborate with the Community Center on a plant sale • Collaborate with local libraries to create larger events with less work and cost for us • Collaborate with local colleges and libraries on oral history project and poetry slam • Collaborate with SOCES “Pick a Reading Partner” program • Collaborate with local preschools presenting early literacy activities
Who	Maria Gagliardi, Anya Berg, Denise Marchetti, Georgia Grandstaff, Friends group
Timeline	<ul style="list-style-type: none"> • Plant sale in the spring • Local libraries in the summer, in the fall at South Orangetown Day, and as inspired • PARP in winter • Poetry slam in April
Resources	<ul style="list-style-type: none"> • Funds for speakers • Prize money for poetry slam
Monitor or Evaluate	<ul style="list-style-type: none"> • Money raised and attendance at plant sale • Attendance at summer reading/ other joint programs • Number of participants/audience/volunteers at poetry slam

Goal	Operate a sustainable, clean, comfortable, and safe facility
Objective or Target	Maintain a clean, comfortable, and safe environment for patrons and staff, employing energy efficiencies and sustainable practices where practical and affordable
Actions	<ul style="list-style-type: none"> • Evaluate and upgrade HVAC system • Maintain the building and facilities so they remain fresh and in good repair • Building Committee meet annually in the fall to address upcoming maintenance in time for the following year's budget • Participate in Green Business Partnership through NYLA • Adopt sustainable practices with building and office supplies
Who	Maria Gagliardi, Debbie Firestone, Trustees, Engineer, contracted services
Timeline	<ul style="list-style-type: none"> ✓ Hire engineer by July 2018 • Receive estimate from Bi-State by May 2019 • Apply for HVAC grant in 2019 • Complete HVAC upgrade by 2022 • Repair electrical service in 2019 • Fix outdoor lights in 2019 • Paint interior of building in 2019 • Paint exterior of building in 2024 • Refresh, upgrade furniture and carpeting as necessary • Install occupancy sensors in Community Room and Children's room • Install second outdoor spigot near rain garden
Resources	<ul style="list-style-type: none"> • Funds for engineer and contractors and upgrades • Grants
Monitor or Evaluate	<ul style="list-style-type: none"> • Keep a schedule of projects • Develop a gauge for when the carpets need to be replaced • Develop a gauge for when a room needs to be repainted • Monitor paper product usage, energy usage, and waste output

Goal	Maximize Space
Objective or Target	<ul style="list-style-type: none"> • Create spaces that can be used for more than one purpose. • Create a program space to seat 50
Actions	<ul style="list-style-type: none"> • Purchase moveable shelving for the historic room, children’s room, meeting room • Purchase table and chairs for Community Room • Install recessed lights in Community Room • Install cabinetry for storage in Community Room • Add shelving to Historic Room
Who	<p>Maria Gagliardi and space planning committee Brodart Noel Smith</p>
Timeline	<ul style="list-style-type: none"> • Walkthrough with space committee in January 2019 • Contact Noel Smith February 2019 • Add recess lighting in Community Room in 2019 • Purchase table and chairs for Community Room by December 2019 • Purchase moveable shelving for historic room 2019 • Purchase new shelving for children’s room in 2020 • Complete shelving and cabinetry by December 2020
Resources	<p>Funds to purchase</p>
Monitor or Evaluate	<ul style="list-style-type: none"> • Number of “events” held in newly configured spaces • Number of people we can seat in Community Room • Feedback from staff and community

Goal	Promote Local History
Objective or Target	Increase access to local history and local authors
Actions	<ul style="list-style-type: none"> • Make finding aids accessible online • Organize and display archival materials • Present local history programming twice a year • Post local history content online, in library; include print and e-newsletters • Creation of local history book collection
Who	Anya, Maria, Historic Committee
Timeline	<ul style="list-style-type: none"> • Finding Aids online by the end of 2020 • One local history display a year (opening could be combined with a fundraising event) • Two local history speakers a year • Create a local history collection by the end of 2021
Resources	<ul style="list-style-type: none"> • Staff and volunteer hours • Materials for displays and exhibitions • Outside speaker fees
Monitor or Evaluate	<ul style="list-style-type: none"> • Use of related collections • Program attendance • Funds raised

Goal	Celebrate Palisades Literary History
Objective or Target	<ul style="list-style-type: none"> • Celebrate local authors • Inspire new authors
Actions	<ul style="list-style-type: none"> • Read Local Campaign • “One Book” reading campaign of local authors, living or dead • Book discussion • Presentation by the local author, about the local author, or on author’s subject specialty
Who	Anya Berg and Maria Gagliardi, Historic Committee or Friends Group Collaboration with SO Libraries or Rockland Libraries
Timeline	One campaign a year
Resources	Multiple copies of book, promotional materials, speaker fees
Monitor or Evaluate	<ul style="list-style-type: none"> • Number of participants • Participant feedback

Goal	Expand Digital Offerings
Objective or Target	Make more library resources available remotely
Actions	<ul style="list-style-type: none"> • Purchase Kanopy and Hoopla digital collections • Add more video program content to YouTube page • Create online local history content • Allow “online” library registration for digital collections – no need to verify ID
Who	Maria Gagliardi, Anya Berg, Historic Committee
Timeline	<ul style="list-style-type: none"> ✓ Purchase Kanopy and Hoopla in September 2018 • YouTube additions, ongoing • Create at least one new online local history display a year ✓ Online registration
Resources	\$2,000 Kanopy and Hoopla combined
Monitor or Evaluate	<ul style="list-style-type: none"> • Circulation statistics of Kanopy and Hoopla • Hits to YouTube content • Hits to Local History content • Number of online registrations, circulation of digital material

Goal	Engage Teens
Objective or Target	Make the library a destination for teens as a place for learning and enjoyment
Actions	<ul style="list-style-type: none"> • Offer low-budget, monthly, programs in different subjects to see what works. • Increase social media presence (Instagram). • Implement an in-school book club to raise awareness of the library. • Visit schools ahead of summer reading • Engage teens in a volunteer project twice a year • Try passive teen programming like the escape room twice a year
Who	Georgia Grandstaff, Anya Berg (help with social media)
Timeline	Ongoing In-school book club in the fall of 2019 School visits in June
Resources	Program speaker/supply fund School librarian
Monitor or Evaluate	Attendance, number of new teens, teen feedback

Goal	Lower the risk of using the library
Objective or Target	Simplify rules and regulations
Actions	<ul style="list-style-type: none"> ✓ Implement automatic renewals • Eliminate fines on children's and YA Materials ✓ Lower the Out-of-area fees for membership • Add renewals for New Books • Promote ebooks and the digital library
Who	Board and Staff
Timeline	Complete by March 2019
Resources	None
Monitor or Evaluate	<ul style="list-style-type: none"> • Amount of fines collected • Number of renewals • Number of Children's and YA checkouts • Patron feedback • Number of NJ families purchasing library cards • Ebook circulation numbers

	Staff Development
Objective or Target	Increase staff competencies and knowledge by providing opportunities for staff training and development
Actions	<ul style="list-style-type: none"> • Quarterly staff meetings • Canity customer service online training • Niche Academy library skills online training • Send staff to regional conferences • Partner with Rockland Libraries/LARC to hire speakers
Who	All staff
Timeline	Ongoing
Resources	Funds for conferences, speakers, Canity
Monitor or Evaluate	<ul style="list-style-type: none"> • Staff attendance • Staff feedback • Test results on Canity and Niche Academy

Goal	Trustee Orientation
Objective or Target	Formalize the process of nominating and orienting trustees
Actions	<ul style="list-style-type: none"> • Create a handout of trustee duties and expectations • Create a brief application for interested trustees • Create short power point video clips of what a trustee does • Director and President meet with new trustees before their first official meeting • Invite nominated trustees to the next board meeting • Review policies every 5 years • Conduct exit interviews with retiring trustees • Encourage advocacy at the state and local level • Assign committee members at February reorganizational meeting
Who	<ul style="list-style-type: none"> • Maria Gagliardi and current board president • RCLS administrators • Outside consultants
Timeline	<ul style="list-style-type: none"> • Create trustee duties and expectations April 2019 • Create trustee application by September 2019 • Videos, ongoing • Advocacy in February at Albany and September-November locally
Resources	<ul style="list-style-type: none"> • RCLS Administrators • Niche Academy • Consultants • Funds for consultants
Monitor or Evaluate	<ul style="list-style-type: none"> • Feedback from new trustees • Feedback from retiring trustees • Bi-annual trustee survey