



WALLKILL
PUBLIC LIBRARY

WALLKILL PUBLIC LIBRARY

STRATEGIC PLAN
2023-2027

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ACKNOWLEDGEMENTS



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STRATEGIC PLANNING COMMITTEE

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A WORD OF THANKS

THE WALLKILL PUBLIC LIBRARY (WPL) WISHES TO
THANK THE TOWN OF SHAWANGUNK AND
SURROUNDING COMMUNITY FOR THEIR ONGOING
SUPPORT OF PUBLIC LIBRARY PROGRAMS AND
SERVICES.

WE WOULD ALSO LIKE TO EXPRESS OUR
APPRECIATION TO THE SHAWANGUNK RESIDENTS
WHO PARTICIPATED IN THE SURVEY THAT HELPED
OUR STRATEGIC PLANNING PROCESS, IN ADDITION TO
THE LIBRARY STAFF WHO SHARED THEIR IDEAS AND
INSIGHTS WITH THE STRATEGIC PLANNING
COMMITTEE.

A MESSAGE FROM THE PRESIDENT OF THE WPL BOARD OF TRUSTEES

Each month when the Wallkill Public Library Board of Trustees meet, our ultimate goal is to ensure that our community members are getting the most out of the library. This means different things for different people, from story times for toddlers to job help for the unemployed; from help enrolling in medical benefits online to playing mahjong every week; from a place to borrow books and other material to a platform where digital material can be downloaded for free. The library is all of these things and more, but in the end, I think, what makes it so special is that it's a space where people can meet and share an experience, whatever that experience may be, live and in person. COVID reminded us how important human interaction is, and I and the other trustees hope the library is the go-to destination for anyone and everyone who's in need of some.

I want to thank the library staff and Board of Trustees for all they do to create a welcoming and meaningful place for our users. But most importantly, I want to thank you, the community members who contribute so much to our vision by simply motivating us to have one.

Todd Craner
President, Board of Trustees

A MESSAGE FROM THE LIBRARY DIRECTOR

Every five years, the library's management and trustees draft a new Strategic Plan to ensure that our goals at Wallkill are aligned with the needs and preferences of the community we serve. While a private business's strategic plan might focus on profitability, ours exists solely as a blueprint to enhance the lives of our users.

A lot has changed since the last time we revised our Strategic Plan. We've been forced to shut down due to the pandemic; had to figure out how best to safely serve our patrons upon our reopening; and, most recently, have suffered under the weight of staggering inflation like every other organization and resident. We've also increased our circulation, upped our programming numbers, and added a Reading Room at no cost to our taxpayers, thanks to the construction aid we secured from the state.

Our goal first, foremost, and always is to serve our community. Without our patrons, we would not exist, so it is paramount that we offer the materials that you like to read and watch, the programs you like to attend, and the information that's relevant to your life. We appreciate all who took the time to participate in the surveys that helped us formulate this latest revision of our Strategic Plan. We look forward to providing all our users with the best services yet in the future!

Lisa Palmer
Library Director

EXECUTIVE SUMMARY

Our library provides learners of all ages with guidance and opportunities to expand their knowledge and encourage personal growth. The library recognizes that its staff, collections, and programs - and the building that houses them all - are unique community assets that together enhance the impact of other town institutions, schools, and businesses serving the community.

Awareness of the library's basic services is relatively strong. However, knowledge of its new, broad range of offerings can be expanded. To convey its many benefits, the library needs a program of continuous and varied communication channels with both users and non-users in the community. The library also recognizes the need to enlist members of the community who can effectively advocate for wide public support of the library's vision and mission.

The library is dependent on public support including taxes, fundraisers, grants, and private donations to deliver its service. Additional sources of public and private funding are necessitated to ensure its financial stability.



BACKGROUND

- Library History
- Wallkill Demographics
- Mission Statement
- Finance
- Governance

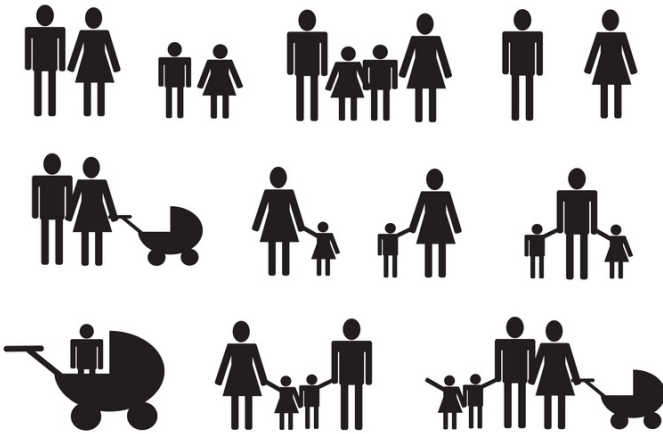
LIBRARY HISTORY

The Wallkill Public Library was constructed in 1935 by J. Percy Hanford of Newburgh, NY. Funds for the project were donated by the estate Marion Borden upon her death in 1930. Her will stated, "I give and bequeath unto the Wallkill Library Association located at Wallkill, N.Y.... the sum of...\$30,000.00 of which some \$25,000.00 shall be devoted to the purchase of a site and the [construction] of a suitable library building and the remaining \$5,000.00 shall be held in trust in perpetuity, the income therefrom to be devoted to any library purpose".

The site chosen was one of two parks the Bordens had donated to the town and work began after the cornerstone was laid on October 23, 1935. According to the minutes of the Village Improvement Association, the cornerstone acted as a time capsule containing "A History of the origins of library, List of members, officers, trustees and librarians, a paper written by Mrs. J.M. Millspaugh, souvenir booklet of Wallkill and Home Farm by [George E. Morrison]" along with various historic coins dating back to the 18th century and copies of the Citizen Herald and Kingston Freeman. By February 10, 1936, the Wallkill Public Library Association held its first meeting in the new library. Since 1936 the library has undergone minor improvements but has overall remained unchanged but for the 2021 addition of a reading room since it first opened nearly 80 years ago.

(Source: Historypin | Historypin | Wallkill Public Library Archives and Local History Collection's Collection | Public Library, Wallkill, NY)

WALLKILL HAMLET DEMOGRAPHICS



MEDIAN AGE: 44

HOUSEHOLDS: 821

PERSONS PER HOUSEHOLD: 3

MEDIAN HOUSEHOLD INCOME:
\$67,336

MARITAL STATUS:
60% MARRIED, 6.6%
DIVORCED

EDUCATIONAL ATTAINMENT:
24% HAVE BACHELOR'S OR
HIGHER



MISSION STATEMENT

THE WALLKILL PUBLIC LIBRARY PROVIDES ACCESS TO THE HIGHEST QUALITY MATERIALS, SERVICES, AND PROGRAMS AS A SOURCE OF INFORMATION, EDUCATION, ENTERTAINMENT, AND CULTURAL ENRICHMENT.

THE LIBRARY ENABLES PEOPLE TO EXPAND THEIR KNOWLEDGE, ENCOURAGES PERSONAL GROWTH, AND ENHANCES THE QUALITY OF LIFE IN OUR COMMUNITY.

VISION

We envision the library as a sanctuary- a thinking and gathering space for unrestricted access to information, programs, and a cultural center in the Hamlet of Wallkill that celebrates literary and lifelong learning through dynamic programming, services, and collections. We offer enjoyable opportunities for patrons of all ages to gather, connect, and grow.





STRATEGIC PLANNING



STRATEGIC PLANNING PROCESS & METHODOLOGY

- Formation of a Strategic Plan Committee (SPC), consisting of three trustees and the library director
- Review of 2016 plan
- Input from Board Members on Finance, Personnel, and Building and Grounds Committees
- A Community Survey of households in Town of Shawangunk

SITUATION ANALYSIS

**Financial &
Operational**

Technology

Management

**Marketing &
Communications**

FINANCIAL & OPERATIONAL

- To meet its commitment to provide excellent service expected by the community, the library continually endeavors to provide the staff with ongoing technical training and customer-focused skills development.
- The library is dependent on public support including taxes, fundraisers, grants, and private donations to deliver its service. Additional sources of public and private funding are necessitated to ensure its financial sustainability.

TECHNOLOGY

To fulfill its mission, WPL recognizes the community's need for innovative and convenient services, and therefore plans to:

- Employ a specially trained Digital Navigator to assist community members with online applications (for jobs, housing, healthcare, etc.); affordable devices and Internet services; and other resources and services.
- Use new technologies to add value to all library offerings.
- Hire independent company to provide cutting-edge equipment and fast, reliable Internet access
- Expand WiFi range to outside the building

MANAGEMENT

- Foster an administration that can deliver relevant and innovative library services and programs.
- Invest in the skills and training of the Board of Trustees for leadership roles.
- Ensure that the library manager attains a Master of Library and Information Science degree and certification as a public librarian to grow in her role as administrator

MARKETING & COMMUNICATIONS

- Strong branding coupled with improved online and social media presence
- Robust patron email list that allows regular communication of programs and services.

STRATEGIC INITIATIVES

**Improve
Patron
Experience**

**Raise the
WPL Profile
in
Community**

**Optimize
WPL's
Resources
& Finances**

**Build
Advocacy**

INITIATIVE #1: IMPROVE LITERACY AND PATRON EXPERIENCE



Provide diverse library services, programs, and public spaces that meet the changing and growing needs and interests of our community. Using state-of-the-art technology, empower library staff to provide improved and personalized services.

INITIATIVE # 2: RAISE THE WPL PROFILE IN THE COMMUNITY

Create a targeted and enhanced Marketing and Public Relations plan, performing outreach to isolated demographic groups.





INITIATIVE #3: REINFORCE WPL'S RESOURCES & FINANCES



Maintain library staffing to deliver innovative library services and programs and improve WPL's longevity and financial sustainability.

INITIATIVE #4: BUILD ADVOCACY

Foster a strong and effective group of library advocates to guide the growth and development of WPL.



GOAL #1 ACTION PLAN

Provide diverse library services, programs, and public spaces that meet the changing and growing needs and interests of our community. Using state-of-the-art technology, empower library staff to provide improved and personalized services.

1. Use new technologies to add value to all library services.
2. Implement customer-focused services.
3. Utilize new collection development techniques to reach a broader audience.
4. Increase library use by pre-teens and teens.
5. Increase use by adult groups that are currently underutilizing the library.
6. Optimize and reorganize existing library space to accommodate the growing collection.

GOAL #2 ACTION PLAN

Establish the library as a favorite destination - the community center - for people to gather for social interaction, share creative ideas and current events, and form new partnerships to strengthen our community. Serve as an example of creativity, collaboration, and community building.

1. To develop partnerships with the artistic, cultural, service, and business communities to stimulate collaborative thinking and implement innovative new ideas to revitalize Wallkill.
2. To offer new programs to attract children, teens, and adults who may not currently use the library.
3. To expand our influence and maximize our resources by partnering with local organizations to develop programming, collections, and cultural opportunities for the hamlet.
4. To continue to develop and enhance the connection and collaborations with area schools.

GOAL #3 ACTION PLAN

Create a targeted and enhanced Marketing and Public Relations plan, performing outreach to all segments of the community.

1. Create specific opportunities for residents to learn more about the transformation of the library.
2. Strengthen mutually beneficial partnerships with community organizations, businesses, schools, and the Town of Shawangunk.
3. Perform outreach in the way of programs and activities to physically isolated demographic groups (i.e. students and senior citizens).

GOAL #4 ACTION PLAN

Develop and maintain a library staff with diverse, excellent skills supported by an administration that can deliver relevant and innovative library services and programs.

1. Expand staff development and training with an emphasis on customer service and technical skill development.
2. Provide tools and resources to help staff do their jobs more effectively.

GOAL #5 ACTION PLAN

Develop a wider base of stable financial sources of support for the Library.

1. Pursue grants to help support collection and program development.
2. Effectively manage the operating budget to seek cost savings opportunities.

GOAL #6 ACTION PLAN

Foster a strong and effective group of Library advocates who can guide the growth and development of the Wallkill Public Library.

1. Invest in the skills and training of the Board of Trustees.
2. Develop additional stakeholder groups to advocate for the library – Friends, parents, past board trustees, local legislators, donors, and school and town officials.
3. Offer public outreach to businesses and other community enterprises.



WHAT'S NEXT?

PREPARING FOR THE NEXT 5 YEARS:

- In an effort to save money and upgrade our technology, the library has contracted with HV Tech Services LLC for its IT resources, beginning in 2023.
- In order to more effectively communicate with our users, the library's website was revamped at the end of 2022, with a more intuitive layout that allows us to share more content while maintaining helpful features such as online registration for programming and online library card applications.
- We will build upon our collections so that we continue to see upward trends in circulation and ensure we're meeting the needs of our community.
- Library programming will continue to be offered to every age group, both inside the library and as outreach for local clubs, organizations, and schools.

A photograph of three young children of diverse backgrounds smiling and leaning on stacks of colorful books on a blue table in a library. The background shows bookshelves filled with books. The text "THANK YOU" is overlaid in white, bold, sans-serif font in the center of the image.

THANK YOU