STRATEGIC PLAN

HEWLETT-WOODMERE PUBLIC LIBRARY

Mission Statement:

The mission of the Hewlett-Woodmere Public Library is to provide all members of the community with opportunities for educational, cultural and recreational enhancement thorough its book and audio-visual collections, reference and information services, and cultural programs.

Vision

The Hewlett-Woodmere Public Library is an integral part of the cultural and educational life of the community, providing for the development, delivery and dissemination of information to all of its members. In an effort to accomplish this, we have worked with both staff and the community to identify areas that we are currently performing strongly and other areas that could use some improvement.

Major areas for planning:

Community Outreach and Communications

Objective: Expand services to identified underserved populations.
Increase attendance at programs 5% by continuing current communication methods and by identifying new avenues to reach a wider audience.

1. The Library will identify, through surveys, and electronic resources, segments of the population that may be underserved

   Task 1: Demographic analysis using electronic resources (ongoing).
   Identify changes to the community.
   Task 2: Annual survey (ongoing). Continue annual questionnaire asking library users to identify what we our strengths and weaknesses are.

2. The Library will continue its print newsletters

   Task 1: Continue print newsletter to reach homes of non-library users.
   Task 2: Continue use of text and email blasts regarding programs for existing user base.
Task 3: Identify additional ways of reaching underserved portions of or community.

3. The Library will continue to develop partnerships with community groups.

   Task 1: Co-host programs with different organizations in the community (ongoing).
   Task 2: Library staff will act as liaisons with community groups (ongoing). Involve the Hewlett-Woodmere Business Association and solicit feedback on how we can better meet the needs of local businesses.

**Programming**

**Objective:** Reach newer audiences and continue transition to remote programs. Increase take home crafts and hybrid programming both in house and remote by 5%.

   Task 1: Bring in segments of the community to library programs.
   Task 2: Offer new types of programming, i.e. therapy animal programs, cultural nights.
   Task 3: Make programs more accessible. Bring programs out to the community, i.e. library can sponsor programs in the park or at other venues. Make programs available over the internet.
   Task 4: More take home crafts for both children and adults.

**Collections and Services**

**Objective:** Increase circulation and active users by 5%.

1. The Library will continue to weed out dated material and improve potentially neglected areas of the collection

   Task 1: Use statistical reports to identify items that are no longer being used to make space for new materials.
   Task 2: Update the paperback collection, with specific focus on Romance collection.

2. The Library will continue to develop its “Library of Things.”

   Task 1: Better publicize the collection.
   Task 2: Look to increase the range of items offered.
3. The Library will reinvestigate and rethink its ESL offerings
   Task 1: Will look to again offer ESL classes in the library
   Task 2: Look at collection and identify areas of the ESL and language collection that can be improved.

4. The Library will investigate the potential for new services
   Task 1: Notary Services

5. The library will look to improve its job seeking resources through either programming or its collection.

Facility and Technology

Objective: Assess facility and develop methods to increase user satisfaction levels. Explore and implement new technologies to enhance the customer experience.

1. The Library’s physical plant will be improved and maintained
   Task 1: Look to reduce the library’s carbon footprint - Photovoltaic Panels, increase sustainability
   Task 2: Look to improve parking.
   Task 3: Look to improve on circulation services and make the experience more user friendly.

2. Hire an architect to help redesign space within the library
   Task 1: Gather data on use as it pertains to space allocation
   Task 2: Update the dedicated areas for teens and children
   Task 3: Consider allocation of space for books in relation to use of library as a “place” for discussion, study and programs
   Task 4: Increase the number of dedicated study room space
   Task 5: Makerspace design.