

STRATEGIC PLAN

September 2020 - August 2023

Library Advisory Board

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Friends of the Library Executive Board

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EAST HAMPTON PUBLIC LIBRARY

Our Mission

The East Hampton Public Library connects people, information and ideas to enrich lives and our shared community.

Our Vision

To be the welcoming center of our community where East Hampton gathers to connect, learn and grow.

Our Values

We prioritize people.

We build community.

We promote learning.

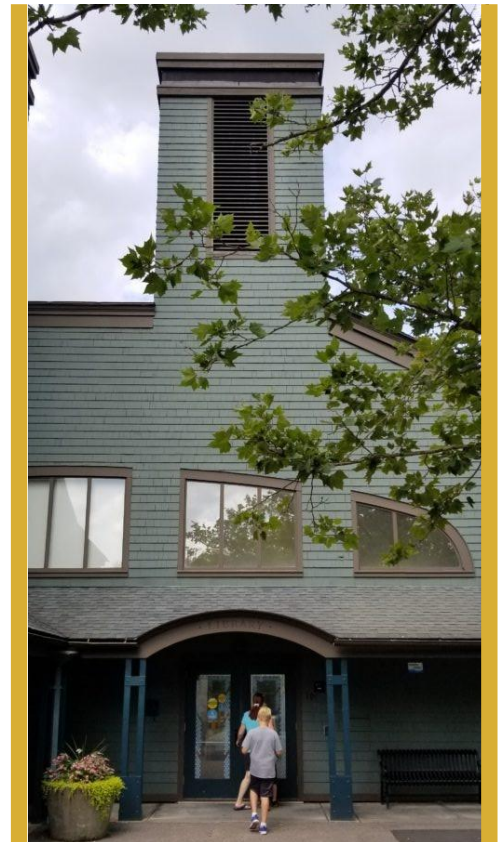
Our library is

Ready for the Future

The East Hampton Public Library has been an essential fixture of our community since opening our doors in 1898. Guided by our mission to connect people, ideas and information, we have grown from a one room library with 800 books to serving thousands of East Hampton residents each year with our collections, programs and services.

As we look forward to our 125th anniversary in 2023, we are committed to providing East Hampton with the tools needed to succeed as individuals and as a community. Since our community conversations in the summer of 2017, borrowing has increased 28%, children's program attendance has nearly doubled and Summer Reading participation has surged 242%. We are proud of our successes but we know there is more work to be done.

Our new strategic plan builds on the Library's tremendous growth and is a blueprint for operating in rapidly changing times. Based on the input and feedback from East Hampton residents, library patrons and town leaders, our plan positions the Library to be the center of our community now and into the future. It is intended to be a living document, providing a continuing touchstone for our staff yet flexible enough to change as community needs evolve. We believe this plan will set a successful course for the Library for years to come.



We invite you to grow with us.

Our library is

Welcoming & Vibrant

Library patrons will discover exceptional experiences within our physical and digital spaces.

Actions:

- Incorporate service excellence standards into daily work to encourage our community to visit and stay.
- Evaluate and address library building and facility needs to provide accessible, attractive, and functional spaces for all members of our community.
- Establish engaging digital, print and virtual content and spaces to promote, deliver and showcase library programs, services and collections.
- Deliver high-interest, current-event based programming for all ages.



Mr. Frost's third graders' annual visit to the Library.

Indicators of Success:

- The Library is known throughout East Hampton for exceptional customer experience.
- Building visits and circulation statistics increase.
- Visits to and engagements with the Library's website and social media platforms increase.

Our library is

Accessible & Inclusive

Library patrons, regardless of economic status or digital literacy, will experience services and programs that are flexible, timely and interconnected across locations and platforms.

Actions:

- Eliminate barriers that impede library access: review policies, procedures, fines and fees.
- Develop methods of efficient, convenient delivery of library materials and services.
- Explore and establish alternative methods of program delivery.
- Assess current library hours and programming schedule for patron satisfaction and service.
- Promote digital inclusion by increasing availability of devices, tools and software to enable access and facilitate digital fluency.



Children's Librarian April Hannon celebrating with Ms. Gibson's preschoolers who completed 1000 Books Before Kindergarten, a Library reading incentive program.

Indicators of Success:

- Number of borrowers and library card holders increases.
- Number of library program attendees increases.

Our library is

Informative & Collaborative

Library patrons will recognize the Library as a leader in collaborative approaches to understanding community concerns, identifying information gaps, addressing shared problems and achieving common community goals.

Actions:

- Establish an ongoing process to listen and respond to community needs and ideas.
- Build strong relationships with community partners to collaborate on programs, services and large-scale events.
- Design and promote virtual tools and programs for civic and community engagement.
- Engage all ages with hands-on, interest-based learning, integrated with technology and connected with evolving skills for success.
- Develop highly curated collections that are attractive and relevant to East Hampton patrons.
- Cultivate a culture of reading and a community of learners.



Patrons at an author talk with National Book Award Finalist and best-selling author Amy Bloom.

Indicators of Success:

- Library patrons report a high level of satisfaction with library services when surveyed.
- Partner organizations report a high level of satisfaction with Library partnerships when surveyed.
- Circulation of library materials increases.

Our library is

Responsible & Sustainable

The Library will develop and sustain the necessary finances and organizational structure to support and enhance library services.

Actions:

- Evaluate current funding sources for sustainability, explore alternative funding methods, and implement operational efficiencies.
- Support the Friends of the Library organization's growth and fundraising efforts.
- Advocate for funds to address needed facilities upkeep and improvement and funds to maintain appropriate staffing and staff development.
- Consult and collaborate with the Library Advisory Board to establish future financial and organizational priorities.



Accepting a donation from the East Hampton Lions Club to fund Children's Summer Reading.

Indicators of Success:

- Taxpayers recognize a greater return on their investment.
- Funding from all sources including donations from individuals, community groups and the Friends of the Library increases.

Strategic Planning Process

Planning to Plan: July 2019 – December 2019

In the summer of 2019, the East Hampton Public Library's Library Advisory Board voted to engage the East Hampton community in a strategic planning process. The Library's last strategic planning efforts were in the summer of 2017. Since then, the Library has enjoyed enormous growth. New strategic planning efforts, however, were needed to keep upward momentum. In the fall of 2019, the Library Advisory Board reviewed and agreed upon a proposed timeline and plan to engage the East Hampton community in a strategic planning process.

Community Engagement: January 2020 – March 2020

In January of 2020, the Library launched a community perspectives survey to the general public. The survey was advertised and distributed in the Library, Senior Center and Town Hall, on the Library's Facebook page, in the Rivereast Newspaper and through various email lists. It asked people what the Library was doing well, how it could do better and how it could best help the East Hampton Community. 273 residents took the Library's survey.

The Library also engaged staff members and members of the East Hampton Town Council through facilitated conversations. Conversations attempted to identify trends in the Library and in the East Hampton community that should inform the plan and evaluate how these might impact the work of the Library in the next three years.

In late February and early March, a series of meetings were held with members of the Library Advisory Board, the Friends of the Library, Town Officials, community members and key stakeholders to share highlights from the community feedback, discuss emerging ideas and review identified priorities for the Library over the next three years.

Internal Review and Refinement: March – August 2020

After community feedback was completed, the Library Advisory Board and Library staff reviewed the cultivated ideas and opinions. We asked ourselves: what would do the most good for the most people, what was realistic within our current resources, and what can we accomplish in three years. This document is a result of that work.

The Library thanks all of the individuals who took our survey, sat down with us in focus groups and gave us their opinions and insight. Most especially, we would like to thank Library Advisory Board Vice Chairman Cyndi Shirshac for spearheading and shepherding our strategic planning efforts.





EAST HAMPTON
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