

AFCL 5 Year Strategic Plan

Approved: December 18, 2021
Amended + Updated: March 25, 2024

GOAL 1: Implement Industry Standards & Best Practices for Library Services

Lead: Dan/Cala

Objectives:

- A. Ensure technology meets current needs and is properly managed
Action: Develop maintenance/backup schedule for all computers, printers, etc.
- B. Ensure that the library's collections are current and meet the needs of patrons
Action: Write a Collection Development Plan and update as needed, or at least every 5 years

GOAL 2: Offer Creative Programming and Services to Meet Community Needs

Lead: Annette/Kim/Shari/Cala

Objectives:

- A. Assess opportunities and resources for regular programming
Action: Brainstorm potential programming including collaboration with other organizations
Action: Develop a plan to create regular programming to inspire people of all ages
- B. Assess opportunities and resources for special events
Action: Brainstorm potential special events including collaboration with other organizations
Action: Use popular town events to offer off-site programming/events

GOAL 3: Ensure that Staff and Volunteers are Adequately Trained & Supported

Lead: Mary/Kim/Cala

Objectives:

- A. Develop an employee handbook, filling in areas not covered in NYS Trustee Handbook
Action: Update job descriptions and review as needed (or at least every 3 years)
Action: Develop HR policies including training requirements
- B. Develop a volunteer handbook
Action: Update volunteer job descriptions as needed (or at least every 3 years)
- C. Develop a plan to cultivate and recognize volunteers
Action: Maintain list of volunteers and ways to recognize them for their service

GOAL 4: Strengthen the Library Through Outreach & Communication Efforts

Lead: Nancy/Annette/
Andy/Tony/Cala

Objectives:

- A. Develop a plan to increase community outreach
Action: Utilize social media platforms to increase community awareness of AFCL
- B. Develop a plan to cultivate patrons
Action: Determine if local businesses/gathering areas will post information about library/advertise library programs
- C. Develop a plan to cultivate and recognize donors
Action: Review list of current donors/recognition process and brainstorm ideas for cultivating/recognizing new donors

- D. Create brochures to inform community of regular library services
Action: Create, print, distribute brochure, and update as needed
- E. Create regular newsletter to inform community of library news and events
Action: Create and distribute monthly newsletter in both physical and digital forms

GOAL 5: Ensure Organizational Sustainability

Lead: Paul/Nancy/Tony/Cala

Objectives:

- A. Fully implement an active board committee structure
Action: Groups involved with each goal can meet as needed to implement actions to achieve respective goals
Action: Report significant committee activities at board meetings as needed
- B. Ensure continued fiscal sustainability of the library
Action: Develop and implement financial policies
Action: Review financial statements quarterly
- C. Ensure library operates effectively
Action: Develop and implement operational policies, or review and amend existing ones
Action: Monitor operations and address concerns at board meetings
- D. Utilize governance policies as outlined in NYS Trustee Handbook and AFCL Bylaws
Action: Review organization's bylaws as needed, or at least every 5 years
- E. Ensure strong governance through a board recruitment, training, and retention program
Action: Maintain list of trustee duties, training requirements, and review and update as needed
- F. Assess fundraising options and put viable options into action
Action: Brainstorm potential fundraising options, and create plans for most practical/effective ones
Action: Periodically assess effectiveness of fundraisers and determine how they can be made more efficient or changed to better ones