

OVERVIEW

STRATEGIC PLAN

2021 - 2026



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MISSION STATEMENT

The mission of The Field Library is to inspire lifelong learning, advance knowledge, and strengthen the City of Peekskill and Town of Cortlandt by offering free and open access to library services.

VISION STATEMENT

The vision is to provide a center for information and discovery through innovative programming and local history resources in order to foster a culture of learning and creativity.

STRATEGIC STATEMENT

The Field Library is setting a strategy for the next five years to guide our investment in people, facilities and materials;

- Know our unique population in order to ascertain when to create, duplicate, or expand programs and services to best meet the needs and enrich the lives of our community;
- Be a beacon of welcome and support for all members of our community;
- Lead with innovation in bringing the rich resources outside the Library doors to the community to support and nourish the growth of our diverse community and encourage lifelong learning;
- Encourage relationships with other community organizations to partner with the Library and the community in new ways to deliver quality services;
- Be a leader for local history and archives to inspire a new generation of patrons, readers, and researchers.

TARGET AREAS



Community
Engagement



Facilities



Publicity and
Promotion



Programming



Staffing



Board
Development



COMMUNITY ENGAGEMENT

GOAL: ENGAGE THE COMMUNITY, WHILE LEVERAGING ITS TALENT AND SKILLS, TO CREATE A STRONG RELATIONSHIP, A SENSE OF BELONGING, AND TO FULLY INTEGRATE OUR DIVERSE POPULATION IN THE LIFE OF THE LIBRARY.

OBJECTIVES:

- Learn more about community needs through conversations with non-library patrons.
- Create fuller engagement with the Spanish-speaking community.
- Create a more welcoming and inclusive atmosphere for library patrons and guests.
- Leverage the Friends of The Field Library as ambassadors to engage with the greater community.

FACILITIES



GOAL: CREATE AN ENVIRONMENT IN THE LIBRARY HOSPITABLE TO THE STRATEGIC GOALS OF THE OTHER TARGET AREAS INCLUDING PHYSICAL AND TECHNOLOGICAL INFRASTRUCTURE.

OBJECTIVES:

- Improve interior spaces for staff and patrons.
- Improve parking availability.
- Upgrade the plaza and common areas to make them more welcoming.
- Partner more effectively with the City of Peekskill to expedite facility maintenance and repairs.
- Create a technology plan to provide comprehensive services for programs, patrons and staff.



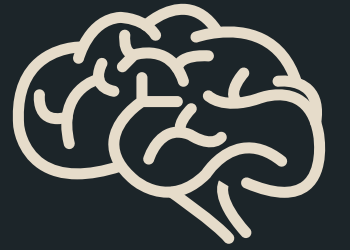
PUBLICITY AND PROMOTION

GOAL: STRENGTHEN COMMUNITY BONDS AND BROADEN THE LIBRARY CONSTITUENCY.

OBJECTIVES:

- Develop a comprehensive Marketing Plan utilizing multi-media platforms.
- Educate the public on topics, resources, materials, programs, and on-line services relevant to the community.
- Create awareness of special events, routine offerings, new services, new and notable books available at the library.
- Increase funding opportunities.

PROGRAMMING



GOAL: MAINTAIN AND ENHANCE SUCCESSFUL PROGRAMMING FOR ALL AGES WHILE INCREASING COMMUNITY COLLABORATIONS AND BILINGUAL PROGRAMS.

OBJECTIVES:

- Celebrate diversity by expanding upon current successful programming for all constituencies.
- Develop bilingual programs for all ages.
- Adapt future programs to a hybrid (virtual and in-person) programming mode.



STAFFING

GOAL: CREATE OPPORTUNITIES FOR STAFF DEVELOPMENT AND RELATIONSHIP BUILDING; MAXIMIZE THE ABILITY TO UTILIZE EXISTING STAFF SKILLS IN THE EXECUTION OF THE STRATEGIC PLAN.

OBJECTIVES:

- Celebrate diversity by expanding upon current successful programming for all constituencies.
- Develop a culture of continued learning to increase capacity to better serve patrons.
- Analyze the current organizational structure and identify opportunities to transform work processes, build efficiencies, and realign staff resources to focus on strategic priorities and more effective ways of working.

BOARD DEVELOPMENT



GOAL: MAINTAIN AND ENHANCE SUCCESSFUL PROGRAMMING FOR ALL AGES WHILE INCREASING COMMUNITY COLLABORATIONS AND BILINGUAL PROGRAMS.

OBJECTIVES:

- Recruitment: to recruit qualified new board members in a timely manner; to develop a pipeline to develop qualified new board members.
- Governance: to strengthen the committee infrastructure.
- Education: to encourage participation in introductory education and ongoing education in governance and library issues.