



MAMARONECK
PUBLIC LIBRARY



Consider the Possibilities

Mamaroneck Public Library
Strategic Plan
2021–2024

Consider the Possibilities

Consider the Possibilities is the result of a process initiated by the Library's Board of Trustees and Library Director in 2019 in which over 600 community residents responded to an online survey, 60 people participated in focus groups and Trustees and staff met with facilitators to discuss the direction for the future of the library. The planning process identified challenges and opportunities for the library and generated priorities, goals, and possible activities that build on the library's previous successes. This plan will ensure that Mamaroneck Public Library becomes a trusted, vibrant center of town life for many years to come.

Strategic Planning Committee

Jennifer O'Neill, Director
Susan Riley (Retired)
Ellen Freeman
Nancy Tucci
Teresa Beebe
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Terry Numa
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Consider the Possibilities

In 2019, we began a community-wide planning process to develop our first multiyear strategic plan for the future of the Mamaroneck Public Library. We decided to anticipate and respond to challenges in a thoughtful manner with the input of staff and the community.

Since that time, the Mamaroneck Public Library has undergone many changes that have informed this plan. Our longtime director, Susan Riley retired during the planning as well as the library staff responded to the many changes that happened to the environment due to the pandemic. Ed Falcone stepped in as Interim Director and Jennifer O’Neil has since become the new director. During this cycle of planning for the future, we again requested information from our patrons and all residents. We received over 600 survey responses and many thousand comments. We also met with staff and trustees to help inform the process about our next steps, as well as with 60 residents in small discussion groups. We are grateful for the time that everyone spent talking to us about the future.¹

The library’s vision, mission, and strategic priorities represent an exciting roadmap for providing library service that is responsive to the needs of our community. We are confident that our library, as it adapts and embraces new challenges, will be a highly valued destination at the heart of our community.

Consultants Leslie Burger and Alan Burger of Library Development Solutions assisted by providing a planning framework and facilitating meetings with the Board and staff.

¹ THE REPORT, MAMARONECK SPEAKS, IS AVAILABLE IN THE LIBRARY FOR REVIEW. THE CONSULTANTS ALSO COMPLETED A THOROUGH SPACE ASSESSMENT OF THE LIBRARY AND ISSUED A REPORT TO THE BOARD OF TRUSTEES.

Our

The Mamaroneck Public Library is supported and used by thousands of residents who place a value on the role the library plays. Our vision and mission is shaped by the interactions we have with residents every day.

Roadmap

Our Vision

Our vision for the Mamaroneck Public Library focuses on a future where it is at the heart of community life.

The Mamaroneck Public Library, at the heart of our community, promotes community engagement, and connects people with ideas and each other to make Mamaroneck a better place to live.

Our Mission

Our mission describes what we do every day and our impact on those who use the library. It guides us in the services we provide, the choices we make, and our interactions with residents.

The Mamaroneck Public Library, where people and ideas meet to change lives.

Our Service Values

The Mamaroneck Public Library staff and Trustees embrace the following values as we deliver service to the community:

- ♦ We treat every person with respect and joy at having them visit the library.
- ♦ We offer a fulfilling library experience for everyone in our diverse community with a combination of a welcoming facility, accessible resources, and friendly, knowledgeable staff.
- ♦ We provide a variety of programs to meet the needs and interests of our entire community.
- ♦ We invest in our staff so they can learn and grow in their positions.
- ♦ We offer access to the latest technology, software, and training so everyone can participate in our digital society.
- ♦ We foster literacy, learning, and community engagement to support active civic engagement.
- ♦ We are thoughtful stewards of public resources.

Our Strategic Priorities

This strategic planning process resulted in the following priorities to provide focus and direction from 2021 to 2024. Quantifiable metrics for each will assess the library's progress and guide annual board and staff planning and budgeting discussions.

Strategic Priorities

Priority One

The library is the community's destination for learning

Create collections, programs, and spaces that make Mamaroneck Public Library the destination for all types of learning

Library staff and trustees will position the library as a vibrant destination. Staff and trustees need to continually address the changes in the way people seek information, read, use library space and interact with each other, especially given the changes that emerged during the pandemic. Repurposing space, collections and developing new programs will ensure that the library remains fresh and relevant for today's residents. The Library will facilitate access and create new formats and partnerships to engage the Latino community in Mamaroneck.

Objectives

- 1.1** DEVELOP PLANS TO REFRESH AND REPURPOSE LIBRARY SPACE TO MEET CHANGING COMMUNITY AND INDIVIDUAL INTERESTS AND NEEDS
- 1.2** MAKE IT EASIER TO USE THE LIBRARY AND TO BROWSE THE LIBRARY COLLECTION
- 1.3** DEVELOP A STAFFING PLAN THAT RESPONDS TO COMMUNITY NEEDS AND MAKES THE MPL THE MOST DESIRABLE LIBRARY TO WORK IN WESTCHESTER COUNTY
- 1.4** PROVIDE BOTH VIRTUAL AND ON SITE AFTER-SCHOOL ACTIVITIES FOR CHILDREN AND TEENS

Priority Two

The library is a local leader in technology resources, the center for instruction and digital literacy and fluency

The library anticipates people's technological needs and provides access to digital resources. The library will become the "go-to place" where everyone can find useful technology assistance and tech instruction in Spanish and English. No Mamaroneck resident can be left behind in a world that increasingly relies on digital fluency.

Objectives

- 2.1** CREATE A STATE-OF-THE-ART, TECHNOLOGY CENTER (IN THE CURRENT TECHNOLOGY LAB) TO SUPPORT COMMUNITY AND STAFF LEARNING
- 2.2** ESTABLISH AND STAFF A TECHNOLOGY DEPARTMENT TO LEAD AND MANAGE THE LIBRARY'S TECHNOLOGY AND DIGITAL INFRASTRUCTURE
- 2.3** CREATE AN OVERALL TECHNOLOGY PLAN TO ADDRESS CURRENT AND FUTURE NEEDS
- 2.4** MAKE THE LIBRARY THE COMMUNITY'S "GO-TO" PLACE FOR TECHNOLOGY AND TECH HELP

Priority Three

The Library will engage everyone in Mamaroneck by Increasing library awareness and support.

Objectives

- 3.1** EXPAND ADVOCACY AND SUPPORT
- 3.2** INCREASE USE OF THE LIBRARY BY MORE RESIDENTS
- 3.3** PROGRAM WITH A PURPOSE AND WITH PARTNERS
- 3.4** DEVELOP NEW PRIVATE/PUBLIC FUNDING OPPORTUNITIES

Make Mamaroneck Public Library the most used and useful local destination. Marketing and communication will increase awareness about the library and attract new audiences to online and onsite programs and activities.

The library will invite, welcome, and engage all residents to experience and use its resources by reducing access barriers, including parking, wait list, language and communication issues. Increasing attendance will attract an enthusiastic group of participants to a wide offering of programs and new support for library services and resources.

Measuring Success

Traditional statistics that measure library usage (program attendance, visits, circulation, and registrations) are important metrics to assess what happens in the library on an annual basis. An attractive Annual Report to the community is a valuable source of library progress for all residents to see as well as a marketing and fund-raising tool. The Mamaroneck Public Library can adopt new “social” indicators to gauge successful implementation and performance of the strategic plan.

Among these are:

- ♦ Implementing an annual patron satisfaction survey to elicit feedback from residents about the success and value of library programs and services
- ♦ Recording an increase in visits to the library (both physical and virtual) and encouraging active use of the library by cardholders
- ♦ Engaging with residents through social media, including Facebook, Twitter and Instagram and experiment with other emerging platforms

