



# **MAMARONECK PUBLIC LIBRARY**

## **STRATEGIC PLAN | 2025-2029**



## MAMARONECK PUBLIC LIBRARY LETTER TO THE COMMUNITY

It is with great optimism and renewed energy that we share with you the Strategic Plan for the Mamaroneck Public Library, marking a new chapter in our Library's journey of growth, resilience, and service.

Over the past few years, our Library has faced significant challenges and changes in leadership. These times have reinforced the vital role that the Library plays as a cornerstone of community life. Through it all, our commitment to serving the public has remained unwavering.

Today, we are guided by a clear vision, a dedicated team, and a supportive community. Our dedicated staff and Board of Trustees work in close partnership, united by a shared mission to serve and uplift our community. This strategic plan is the result of months of thoughtful collaboration, community engagement, and careful reflection. It outlines our priorities for the next several years, focusing on sustainability, innovation, and impact.

We aim to strengthen the Library's financial health, expand access to resources, and ensure that every resident feels welcome and inspired within our walls—both physical and digital. With this plan, we are not just recovering; we are building something stronger, more responsive, and more future-ready.

In January 2023, our Library proudly celebrated its 100th anniversary—a century of learning, connection, and service to our community. As we honor this remarkable milestone, we also look ahead with excitement and commitment, envisioning a future of innovation, accessibility, and meaningful engagement with our patrons.

Thank you for your continued support and belief in the power of public libraries. Together, we will write the next chapter.



# Our Roadmap

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 everyday.

## Our Vision

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

The Mamaroneck Public Library sits at the heart of the community, promoting community engagement and connecting 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 interaction with residents.

The Mamaroneck Public Library is a welcoming space where curiosity meets community — empowering lifelong learning, nurturing creativity, and enriching lives through equitable access to knowledge and culture.

## 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 learn and grow in their positions.
- We offer the latest technology, software, and training so everyone can participate in a digital society.
- We foster literacy, learning, and community engagement to support active civic engagement.
- We invest public resources with care to support long-term community growth and access.



# Our Strategic Priorities

1

Serve as the Center for  
Community Learning

2

Lead in Technology Access  
and Digital Literacy

3

Boost Library Visibility  
and Community Support



# Priority One:

## Serve as the Center for Community Learning

### Statement

Through innovative programs and accessible resources, the Library will lead in delivering learning experiences that meet the evolving needs of the community.

### Objectives

- Develop plans to refresh and repurpose Library space to meet the changing community and individual interests and needs.
- Make it easier to use the Library and browse the Library collection.
- Develop a phased staffing plan aligned with community priorities and financial capacity, with the long-term goal of making MPL a highly-valued and sought-after place to work in Westchester County.
- Provide both virtual and on-site after-school activities for children and teens.





## Objective:

Develop plans to refresh and repurpose Library space to meet the changing community and individual interests and needs.

## Possible Activities

- Identify all areas that are in need of modernization and/or change.
- Refresh the Teen and Youth Services area to include a teen lounge/study area.
- Develop a quiet, age-appropriate space for older children who seek a calm environment for reading and study.
- Create Flexible, Multi-Use Spaces – Design or redesign areas to serve multiple purposes—such as quiet study zones that can also host small programs or meetings.
- Expand Technology Zones – add or upgrade digital media labs, charging stations, or co-working spaces to meet growing tech needs.

## Objective:

Make it easier to use the Library and browse the Library collection.

## Possible Activities

- With greater financial resources, the Library will provide an ever-changing, high-demand, well-curated, and up-to-date fiction, non-fiction print and digital media collection.
- Continue to remove items that are damaged, obsolete, or do not circulate from the collection and develop a new smaller target collection size.
- With greater financial resources, the Library will invest in Spanish Language versions of all collections.
- Use innovative merchandising techniques and fixtures to highlight collections.
- Introduce a Mee-Scan or similar self checkout app.



## Objective:

Develop a phased staffing plan aligned with community priorities and financial capacity, with the long-term goal of making MPL a highly-valued and sought-after place to work in Westchester County.

## Possible Activities

- Assess existing roles, workloads, and workflows.
- Analyze current staffing gaps in relation to community expectations.
- Offer professional development tied to community-focused service goals.
- Share staff achievements and contributions with the public.
- Ensure that all staff receive annual goals and evaluations.

## Objective:

Provide both virtual and on-site after-school activities for children and teens.

## Possible Activities

- Assesses community interests across age groups. Use surveys, feedback forms, and attendance data to understand programming preferences for children and teens.
- Create positive Library experiences for K-12 students via homework help, study space, teen tech time, and other structured after-school programs.
- Provide STEAM programs for children and teens (Science, Technology, Engineering, Art and Mathematics).
- Sustain the Teen and Tween Advisory Group as a key mechanism for involving teens in decision-making, volunteerism, and civic engagement within the Library.



# **Priority Two:**

## **Lead in Technology Access and Digital Literacy**

### **Statement**

As a trusted community resource, the Library will bridge the digital divide by ensuring everyone has access to technology, training, and support needed to thrive in the digital age.

### **Objectives**

- Sustain and structure our Technology Department to effectively lead the development, management, and innovation of the Library's digital infrastructure and technology services.
- Increase digital literacy offerings.
- Make the Library the community's "go-to" place for technology help.
- Create an overall technology plan to address current and future needs





## Objective:

Sustain and structure our Technology Department to effectively lead the development, management, and innovation of the Library's digital infrastructure and technology services.

## Possible Activities

- Leverage the expertise of our full-time Systems Administrator to develop a long-term vision and overall plan for the Library's internal and external technology and digital initiatives and lead all the technology initiatives.
- Professional Library staff will achieve a competence level on specified tech each year to help assist our residents.
- Identify and promote technology initiatives to increase community use and support the Library.

## Objective:

Increase digital literacy offerings.

## Possible Activities

- Provide classes, workshops, and one-on-one help covering topics from basic computer skills to advanced applications.
- Expand access to technology and software. Continue to loan hotspots and Chromebooks.
- With greater financial resources, the Library will invest in Spanish Language versions of all collections.
- Strive to provide non-English speakers with equitable access to training and support.
- Use attendance, feedback, and pre/post assessments to refine and expand offerings.



## Objective:

Make the Library the community's "go-to" place for technology help.

## Possible Activities

- Continue to provide the fastest and most reliable Wi-Fi anywhere in Mamaroneck.
- Provide access to software and apps that people don't have access to elsewhere.
- Offer regularly scheduled tech assistance for people who need help with their devices.
- Provide consistent, visible times when patrons can receive one-on-one tech assistance.
- Partner with senior centers, schools, or workforce agencies to receive and support tech help referrals.

## Objective:

Create an overall technology plan to address current and future needs.

## Possible Activities

- Develop a budget to support routine replacement of computers and other technology devices as well as upgrading software and applications.
- Install more power outlets to accommodate the growing number of people who bring their own devices to the Library, using a product like Steelcase's "Thread" to expand power capacity in carpeted areas.
- Monitor trends in public library technology and ensure that staff attends relevant Library technology conferences or webinars.
- Maintain a door counter system to collect valuable data on Library usage and visitor traffic.
- Install a dedicated door counter in the children's room to gather more granular data on usage patterns specific to youth services.



# Priority Three:

## Boost Library Visibility and Community Support

### Statement

The Library will strengthen its connection with the Mamaroneck community by building awareness of its services, programs, and impact — fostering greater engagement, trust, and support across all ages and backgrounds.

### Objectives

- Expand advocacy and support.
- Increase the use of the Library by more residents.
- Program with a purpose and with partners.
- Develop new private/public funding opportunities.



## Objective:

Expand advocacy and support.

### Possible Activities

- Ongoing website updates will focus on improving usability, content relevance, and alignment with strategic objectives.
- Maintain and grow our email database to strengthen advocacy efforts and broaden community support for the Library's mission and strategic initiatives.
- Contract Dear Reader to export all databases and create robust databases for a quarterly newsletter.
- Create a quarterly newsletter with a fresh design and approach.
- Increase public awareness of Library services.
- Strengthen community partnerships.

## Objective:

Increase the use of the Library by more residents.

### Possible Activities

- Promote the availability of notary services as part of the Library's commitment to supporting essential community needs.
- Increase community access to arts and culture by enhancing awareness and availability of the Library's Museum Pass Program.
- Expand and promote our homebound delivery service to support community members who are unable to come to the Library, making sure everyone stays connected to books, services, and learning.
- Organize, promote, and live-stream more programs so that people can participate from home.
- Redesign spaces to be more welcoming.





## Objective:

Program with a purpose and with partners.

## Possible Activities

- Expand collaborations and community partnerships each year of the plan by engaging community organizations as valued partners.
- Collaborate with the Emelin Theater.
- Work with local cultural organizations or community groups to host cultural programs and events that celebrate the diversity of the community.
- Launch a “Library Talks” series featuring expert-led discussions, community panels, or film screenings on current events and timely topics such as civic engagement, climate change, public health, and social justice.
- Retire programs that do not fit with the Library's mission – programs with a purpose.
- Expand and maintain collaborative relationships with other area libraries to support joint program efforts.

## Objective:

Develop new private/public funding opportunities.

## Possible Activities

- Increase the Library's ability to raise private funds.
- Initiate and grow the Library's annual appeal, set an annual fundraising target, and engage Library leadership, staff, and community ambassadors to build relationships and make a compelling case for larger donations from our growing base of passionate supporters.
- Continue to use donor database to record gifts, track interactions with potential donors, and create targeted messaging.
- Identify major gift opportunities and seek funds specifically to support initiatives.



# Strategic Planning Committee

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# Board of Trustees

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George Mgrditchian  
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**Thank you to all survey respondents and community partners  
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