

# Hyde Park Free Library

## Long Range Plan 2022-2027

Adopted: 11/17/2022

### **Introduction:**

This Long Range Plan is adopted to guide the Hyde Park Library to best serve the Hyde Park community for the next five years outlining our values, mission, aspirational goals, and plan for achieving those goals.

Over the course of 2021, the library took part in Turning Outward, guided by MHLS; a process of a community engagement involving a series of community conversations with the Hyde Park community. The feedback gathered from the Turning Outward process has been used to develop this Long Range Plan, as well as feedback from library staff and the Board of Trustees.

Each goal outlined below has been considered in relation to important areas of library service including: community engagement and partnerships; collections; facilities; finance; governance; marketing and public relations; measurement and evaluation; programs and services; personnel; and policy. Using a “SOAR” analysis (analysis of: strengths, opportunities, aspirations, and results), stakeholder feedback has been examined, analyzed, and utilized to create this plan.

In this plan, aspirational goals and objectives have been identified. Goals indicate outcomes that have been identified which the library aspires to achieve. Each goal listed is accompanied with specific actionable objectives which will be used to evaluate the library’s institutional progress in achieving those specified goals.

### **Library Mission Statement:**

The Hyde Park Library offers free, open, and equitable access to materials, information, and related public library services and resources to support the diverse educational, recreational, and cultural goals of community members of all ages, abilities, and backgrounds. The Library is the welcoming heart of our community, a place where all community members can come to explore their passions, engage their curiosity, discover information, express their creativity, pursue lifelong learning, and forge new connections.

### **Library Values:**

- **Access:** The Library will ensure all patrons will have equal access to all information resources that are provided directly or indirectly by the Library, regardless of technology, format or methods of delivery.

- **Confidentiality/Privacy:** The Library will protect user privacy and confidentiality, which are necessary for intellectual freedom and fundamental to the ethics and practice of librarianship.
- **Democracy:** The Library will promote an informed, engaged, enriched citizenry essential to a democracy.
- **Diversity:** The Library will strive to reflect our nation's diversity by providing a full spectrum of resources and services to the communities we serve.
- **Professionalism:** The Library will provide a workplace where enthusiasm, teamwork, innovation, accountability and a sense of shared purpose combine to provide a rewarding experience for employees, volunteers and patrons.
- **The Public Good:** The Library recognizes it is one of the fundamental institutions of our community and is dedicated to promoting the public good.
- **Service:** The Library will be responsive to changes in community needs, providing friendly, courteous, knowledgeable and prompt services, respecting and valuing all individuals for their diverse backgrounds, experiences and ideas.
- **Social Responsibility:** The Library will be an active partner in recognizing, informing about, and where appropriate, working to resolve societal and community issues; providing a forum for discussion, sharing, and learning about these issues.
- **Sustainability:** The Library will employ environmentally sound, economically feasible and socially equitable practices.

### **Library Vision Statement:**

Hyde Park Library will continually assess the ever-changing needs of the community, growing and adapting appropriately to continue to be the welcoming heart of our community. To that end, the Library will:

- Uphold and promote literacy; intellectual freedom; the freedom to read, write and communicate; and a love of reading.
- The Library will strive to develop and provide new, innovative, exceptional services and programs equitably accessible to all.
- The Library will actively encourage lifelong learning, community connection, and the pursuit of passions, knowledge, curiosity, and creativity to foster personal and collective community development.
- The Library will pursue and promote sustainability in the use of its resources in our physical plant as well as through programs and collections.
- The Library will seek partnerships that support library values and goals.
- The Library will continue to work to create and maintain an environment of diversity, inclusion and respect.

### **Goals & Objectives:**

**Goal #1:** Building community. Increasing community connection and engagement through continuous and active outreach initiatives and the development of collaborative partnerships.

- Objective 1: Expanded outreach to, and engagement with underserved areas of the community, beginning with the 9G corridor.
  - Action: Identify and visit with 9G institutions and residents to survey needs.
    - Timeframe: 1-2 years
  - Action: Work to identify additional underserved areas of the community.
    - Timeframe: 2-3 years
- Objective 2: Increased cooperation and presence/partnership with community partners such as the HPCSD, Recreation Department, Chamber of Commerce and local businesses, Meals on Wheels, senior facilities, nearby colleges.
  - Action: Library staff attend local meetings and events of community groups and institutions.
    - Timeframe: 1-2 years
  - Action: Reach out to HPCSD to encourage the use of the Collaboratory and support student work utilizing Collaboratory equipment.
    - Timeframe: 1-2 years

**Goal #2:** Enhanced programs and services. Increased program and service capacity. New and innovative programs and services.

- Objective 1: Develop plans to establish a mobile bookmobile
  - Action: Establish pilot pop-up site library service in an initial phase to determine where interest is strongest, and what services are desired in those locations.
    - Timeframe: 1-2 years
  - Action: Explore grants and other funding opportunities to purchase a vehicle, insurance, and other necessary materials.
    - Timeframe: 2-5 years
- Objective 2: Develop the library as a centralized information hub to improve community communication.
  - Action: Post useful resources (e.g. available social services) on our website.
    - Timeline: 1-2 years
  - Action: Develop a communication and meeting channel between local groups for event sharing, online calendar listings, and other cooperative supports for Hyde Park community groups.
    - Timeframe: 1-3 years
- Objective 3: Develop standardized measurement and evaluation metrics for programs and services.
  - Action: Generate statistics on a monthly basis to track library visits, numbers of programs and program attendance, physical and digital collection usage, etc.
    - Timeframe: 1-2 years
- Objective 4: Develop teen programming and space.
  - Action: Purchase equipment for the Collaboratory.
    - Timeframe: 1 year
  - Action: Develop a teen advisory board to cultivate ideas for new teen programs, services, collections, etc.

- Timeframe: 1-3 years
    - Develop after-school and/or weekend lounge opportunities for teens to relax, socialize, and utilize library resources.
      - Timeframe: 1-3 years.
  - Objective 5: Expand access to library materials.
    - Action: Develop a Homebound Delivery Service (seeking partnerships, volunteers, dedicated staff, etc.)
      - Timeframe: 1-3 years
  - Objective 6: Offer bilingual programs and services.
    - Action: Run bilingual programs such as bilingual storytimes.
      - Timeframe: 1-2 years
  - Objective 7: Provide increased multicultural offerings.
    - Action: Hold programs highlighting cultural diversity (e.g. multicultural cookbook group, etc.)
      - Timeframe: 1-2 years
  - Objective 8: Enhanced marketing
    - Action: Continue to develop and utilize the Library's marketing team to provide increased awareness of library resources, programs, and services.
      - Timeframe: 1-3 years

**Goal #3:** Facilities development. Modern and up-to-date facilities.

- Objective 1: Improve ADA accessibility.
  - Action: Explore grants and fundraising to purchase and install an elevator to provide ADA-compliant access to the children's room.
    - Timeframe: 2-5 years
- Objective 2: Bathroom enhancements.
  - Action: Explore grants to upgrade bathrooms to include hot water, and a changing table.
    - Timeframe: 2-5 years
- Objective 3: Children's Room enhancements.
  - Action: Explore grants and fundraising opportunities to purchase new and inviting Children's Room furniture (tables, chairs, shelving, decor).
    - Timeframe: 2-5 years
- Objective 4: HVAC enhancements.
  - Action: Explore grants and fundraising opportunities to update HVAC systems.
    - Timeframe: 2-5 years
- Objective 5: Explore options for expanding usable square footage of the library.
  - Action: Discuss options with architect and explore grants and fundraising opportunities.
    - Timeframe: 2-5 years

**Goal #4:** Personnel development.

- Objective 1: Increasing program capacity with dedicated programming staff

- Action: Hire a part-time programmer (Position may be developed over time into a full-time position if programming demand continues to grow).
  - Timeframe: 1-3 years
- Objective 2: Cultivate an increasingly professionally developed and robust staff; a staff with a diversity of backgrounds, abilities, and skill sets to enhance service to all populations within the Hyde Park community.
  - Action: Provide, assign and require regular continuing education training opportunities for staff.
    - Timeframe: 1-2 Years
  - Action: Based on demographics, local school enrollment statistics, and other relevant metrics, evaluate the need for, and potentially employ a bilingual Spanish-English speaking individual.
    - Timeframe: 1-3 Years
  - Action: Employ an individual with Human Resources experience.
    - Timeframe: 1-5 Years
  - Action: Employ a second degreed librarian (e.g. a youth librarian).
    - Timeframe: 2-5 Years
- Objective 3: Continuous Board Development.
  - Action: Establish a Board Development Committee
    - Action: Identify potential Board members and identify initial priorities to pursue continuous proactive Board development.
      - Timeframe: 1-2 years
  - Action: Develop an application for interested, prospective Board applicants to fill out and include their reasons for interest, skills they can offer, etc. to be kept on file in the event of Board vacancies.
    - Timeframe: 1-2 Years
  - Action: Board members attend at least 3 webinars per year.
    - Timeframe: 1-2 Years
- Objective 4: Develop an ongoing volunteer program.
  - Action: Establish a staff volunteer coordinator, volunteer application process, volunteer training, volunteer schedule, etc.
    - Timeframe: 1-3 years

**Goal #5:** Financial development.

- Objective 1: Develop and expand fundraising efforts.
  - Action: Develop a master Annual Appeal mailing list of past donors.
    - Timeframe: 1-2 years, ongoing
  - Action: Communicate Library funding needs to Friends group.
    - Timeframe: 1-2 years, ongoing

**Assessment:**

1. Semi-Annual: At the end of each six month time-period, the Library Director will prepare a report for the Board of the library's progress in implementing the Library's Long Range Plan goals for that year. Each semi-annual report will

include updates on actions completed or in progress, and any major impediments to progress encountered.

2. Last Year of the Long Range Plan: The Planning Committee of the Board of Trustees will examine the status of the long range plan during its last year (2027) and make appropriate recommendations to the Board of Trustees of the library, and begin work on the next Long Range Plan.

*Adopted by the HPFL Board of Trustees: 11/17/2022*