

Whitehall Free Library
12 Williams Street
Whitehall, NY 12887

Long Range Plan

Mission Statement

The Whitehall Free Library serves to enrich the quality of life for a diverse population of all ages by providing resources and services that contribute to individual literacy, education, and entertainment. The library is dedicated to encouraging children and adults to have a love of reading and appreciation of libraries. Resources and services are provided free or at a nominal cost to patrons.

Vision Statement

1. The Whitehall Free Library envisions a future where all individuals and families in our service-area are eager and engaged lifelong learners. We implement this vision by offering at little or no cost to our patrons.
 2. Library collections that are robust, in myriad formats, that encompass the range of human thought and expression, and meet the needs and expectations of an increasingly diverse clientele.
 3. Widespread access to new and emerging information technologies.
 4. A wide range of educational and cultural programs, workshops, and events.
 5. Outstanding customer service delivered by high-quality professional staff and volunteers.
 6. Convenient, inviting and up-to-date accessible facilities that enable the use of multimedia; provide separate areas for children and young adults; quiet spaces for study/research and leisure reading; designated space for meetings and programs; growth in collections; and functional work-space for staff and volunteers.
 7. Active involvement in community life by partnering with local governments, educational agencies, and various community groups as well as other libraries in the Southern Adirondack Library System and beyond.
 8. An access point for local information, resources, and services.
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Goals and Objectives

1. To cultivate a love of reading and an appreciation for libraries by members of the public of all ages, beginning with children and their families.
2. To have the public regard the library as the living room of the community, where there is free and equal access to information for people of all ages and backgrounds.
3. In a world where knowledge is power, to establish the library as a source of individual empowerment.
4. To serve a larger percentage of the library service population, i.e. community, as measured by the number of library cards issued, attendance at programs and special events, and circulation of books, materials and media.

Programs

1. To offer an interesting mix of informational, cultural, and recreational programs and events that helps to broaden and deepen the base of library use and support for infants, toddlers, and preschoolers, school children, teens, and adults.
2. To further collaborate with the Whitehall Youth League on programs and services of mutual interest to the public at our respective locations.
3. To utilize the facilities available within the Town of Whitehall, including the NYS Canal system park, Riverside Park, and the Recreation Center for programs and special events.

Services

1. To provide members of the public with high quality information services that meet or exceed standards of best practice, as established by professional and accrediting agencies.
2. To develop and maintain technology resources for the public and library operations, including Internet access and data-base services, and to offer basic instruction on how to operate new technologies.
3. To offer basic literacy services to members of the public, thereby the barrier that keeps individuals from accessing the library resources and services.
4. To establish and maintain a multi-media library collection that is reflective of the diverse interests of our population.
5. To provide a community referral function for those seeking information related to services provided by community agencies and organizations, such as Out of the Box resource center, Whitehall Historical Society, NYS Canal Corp and bikeway, Whitehall Rescue Squad, the Whitehall Volunteer Fire Company, The Elks Club, and business and professional associations.
6. To explore new ways to deliver services to the under- served populations

Communications

1. To maximize public awareness of the Library's resources, services and needs using a full range of communication strategies and media.
2. To identify and engage all stakeholders and funders in the community to become library consumers and supporters.
3. To maintain regular communication between the library and: residents of the Village and Town of Whitehall; village, town, county, state and federal government officials; Whitehall Central School, The Southern Adirondack Library System and its member libraries, Whitehall Historical Society, and other cultural organizations.

Community Center/ Public Commons

1. To provide a destination and gathering place for creating community and civic engagement.
2. To provide civic information services on a broad range of subjects, including voting, citizenship, taxes, and public health.
3. To facilitate access to public information.

Resources

1. To recruit, retain, and reward library staff and volunteers and provide appropriate salaries, benefits and training to all employees.
2. To value and recognize the many contributions made by our patrons during our annual fund drive.
3. To conduct an evaluation of our current building and site as to its functionality to serve our public, staff, volunteers and supporters with respect to: handicap access, convenience, ability to conduct multiple activities simultaneously; growth in collections and holdings; staff productivity and needs; and fulfilling the goals of this plan.
4. To secure reliable financial support from taxpayers in the Town of Whitehall to maintain and enhance library programs and services pursuant to this plan.
5. To hold fund-raising events to support specific projects.
6. To pursue wherever possible and feasible grants for specific projects from foundations, governments at all levels, state legislators, library development agencies, and other funding sources.
7. To cultivate prospective major donors to support the library through unrestricted gifts, targeted gifts, bequests or memorial gifts.
8. To explore the feasibility of using a professional fund-raiser to develop and conduct a capital campaign for enhancements to the library.

9. To otherwise provide the ways and means for this plan t be implemented as adopted for the period 2020 2025.