

## ADOPTED DRAFT- GOALS

<b>FACILITY</b> Access	Access	Prog/ Serve	Belong
370 Main Street <ul style="list-style-type: none"> <li>• Develop a Facilities Master Plan that encompasses three studies - Property Assessment, Building Use Program, and Feasibility.</li> <li>• Create plan with timeline to resolve deferred maintenance.</li> </ul>	<b>X</b>		
Target future Capital Projects for Library Construction Aid and private fundraising including <ul style="list-style-type: none"> <li>• air conditioning in the MOH</li> <li>• ventilation and indoor air quality</li> <li>• windows</li> <li>• rekey the building</li> </ul>	<b>X</b>	<b>X</b>	
Recruit new people to rejuvenate the Preservation and Morgan Opera House committees.			<b>X</b>

<b>FINANCE</b> Programs & Services	Access	Prog/ Serve	Belong
Develop stable funding <ul style="list-style-type: none"> <li>• Increase tax base to 75%</li> <li>• Develop an annual fund drive campaign that coordinates the BLB, traditional annual appeal letter, and special events.</li> <li>• Expand the Preservation endowment to ensure ongoing care of the building</li> </ul>		<b>X</b>	
Accounting Practices - Study and implement if advantageous <ul style="list-style-type: none"> <li>• Change fiscal year to begin October 1</li> <li>• Move to accrual accounting</li> </ul>		<b>X</b>	
Increase funding for new technologies	<b>X</b>	<b>X</b>	

<b>GOVERNANCE</b> Belong	Access	Prog/ Serve	Belong
Work to stagger Board terms. Revise by-laws accordingly.			<b>X</b>

<b>MARKETING &amp; PUBLIC RELATIONS</b> Programs & Services + Belong	Access	Prog/ Serve	Belong
Create marketing plan and budget to Increase awareness of library services and programs.		<b>X</b>	<b>X</b>
Develop an identity package for the library to use in all media and communications.		<b>X</b>	
Develop a weekly 3 to 5 minute podcast covering <ul style="list-style-type: none"> <li>• What's happening at the Library this week?</li> <li>• Staff picks – books, ematerials, programs.</li> <li>• Did You Know?</li> </ul>	<b>X</b>	<b>X</b>	<b>X</b>

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PARTNERSHIPS APB	Access	Prog/ Serve	Belong
Develop or deepen partnerships with other organizations to extend our reach <ul style="list-style-type: none"> <li>• Southern Cayuga CSD</li> <li>• Wells College</li> <li>• Hazard &amp; Springport libraries.</li> <li>• Partnerships with non-library institutions</li> </ul>	X	X	X

PERSONNEL Programs & Services	Access	Prog/ Serve	Belong
Reevaluate/develop a staffing model to support the likely growth of programs, is less reliant on building use, and fits the budget constraints of a small library.		X	
Identify specific projects/areas for volunteers		X	X

PROGRAMMING APB	Access	Prog/ Serve	Belong
Identify programs that AFL & MOH do well and are valued by the community.	X	X	X
Assess opportunities for programs that might be added and funds required to sustain.	X	X	X
Find grants to fund a manager to oversee programs and facility at MOH		X	
Find ways to help bridge the 'digital divide' for adults in the Southern Cayuga CSD.	X	X	X

MISCELLANEOUS APB	Access	Prog/ Serve	Belong
Assess value to community of a 'library of things' to circulate and, if find valuable, do.	X	X	X
Explore new technologies to meet the community's virtual & physical needs	X	X	X
Develop an unstaffed library satellite or resource in the community available 24/7. Explore ways to get physical materials to patrons outside of open hours.	X	X	X