

ADOPTED DRAFT- GOALS

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

FINANCE Programs & Services	A c c e s s	P r o g / S e r v e	B e l o n g
Develop stable funding <ul style="list-style-type: none"> • Increase tax base to 75% • Develop an annual fund drive campaign that coordinates the BLB, traditional annual appeal letter, and special events. • Expand the Preservation endowment to ensure ongoing care of the building 		X	
Accounting Practices - Study and implement if advantageous <ul style="list-style-type: none"> • Change fiscal year to begin October 1 • Move to accrual accounting 		X	
Increase funding for new technologies	X	X	

GOVERNANCE Belong	A c c e s s	P r o g / S e r v e	B e l o n g
Work to stagger Board terms. Revise by-laws accordingly.			X

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MARKETING & PUBLIC RELATIONS Programs & Services + Belong	A c c e s s	P r o g / S e r v e	B e l o n g
Create marketing plan and budget to Increase awareness of library services and programs.		X	X
Develop an identity package for the library to use in all media and communications.		X	
Develop a weekly 3 to 5 minute podcast covering <ul style="list-style-type: none"> • What’s happening at the Library this week? • Staff picks – books, ematerials, programs. • Did You Know? 	X	X	X

PARTNERSHIPS APB	A c c e s s	P r o g / S e r v e	B e l o n g
Develop or deepen partnerships with other organizations to extend our reach <ul style="list-style-type: none"> • Southern Cayuga CSD • Wells College • Hazard & Springport libraries. • Partnerships with non-library institutions 	X	X	X

PERSONNEL Programs & Services	A c c e s s	P r o g / S e r v e	B e l o n g
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

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PROGRAMMING APB	A c c e s s	P r o g / S e r v e	B e l o n g
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	A c c e s s	P r o g / S e r v e	B e l o n g
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