

ADOPTED DRAFT- GOALS

FACILITY Access	Access	Prog/ Serve	Belong
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	Access	Prog/ Serve	Belong
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	Access	Prog/ Serve	Belong
Work to stagger Board terms. Revise by-laws accordingly.			X

MARKETING & PUBLIC RELATIONS Programs & Services + Belong	Access	Prog/ Serve	Belong
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

ADOPTED DRAFT- GOALS

PARTNERSHIPS APB	Access	Prog/ Serve	Belong
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	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