Aurora Free Library
Long Range Strategic Plan and Goals 2026-2030

FACILITY

- Develop a Master Plan for the 370 Main Street building based on three studies:
    - Property assessment
    - Building use
    - Funding sources and feasibility
- Add a timeline to Master Plan that accounts for addressing deferred maintenance
- Target these capital projects for Library Construction Aid and private fundraising:
    - Renovation of exterior trim, walls, and doors
    - Ventilation and indoor air quality
    - Leaded-glass windows

FINANCE

- Develop sustainable funding sources that reduce reliance on fundraising.
    - Continue annual requests to increase the school district tax levy to cover eventually 75% of annual operating expenses
- Monitor annual fund drive campaign that coordinates:
    - Book Lovers' Ball (fall)
    - Annual appeal letter (winter)
    - Plant Sale (spring)
    - Route 90 Book Sale (summer)
    - Other special events
- Increase the Preservation endowment to ensure ongoing care of the building.
- Accounting Practices (to consider and implement if required or advantageous)
    - Change fiscal year to begin October 1
    - Move to accrual accounting

GOVERNANCE

- Work to stagger Trustee terms
- Revise by-laws as needed

MARKETING & PUBLIC RELATIONS

- Create a marketing plan to increase awareness of library services and programs
- Develop an identity package for library branding to use in all media and communications
- Consider new website elements and design

PARTNERSHIPS

- Strengthen and define all Library partnerships, formal and informal, to extend our reach
    - Southern Cayuga Central School District
    - Hazard and Springport Libraries
    - Other institutions:

        - United Ministry of Aurora
        - Peachtown Elementary and Aurora Preschool
        - King Ferry Food Pantry
        - Inns of Aurora

PERSONNEL

- Reevaluate/develop a staffing model to support the ongoing growth of programs
- Identify specific projects/areas for interns and volunteers
- Begin to develop a staffing succession plan

PROGRAMMING

- Continue programming that is valued by the community
    - Strengthen MOH's ability to grow its programming
    - Investigate possibility of funding a manager to oversee programs at MOH
- Find ways to help bridge the 'digital divide' for adults in the Southern Cayuga region
    - Tutorials on Libby and e-Books

MISCELLANEOUS

- Continue to develop the 'Library of Things' (e.g., children's educational backpacks, museum passes, household items)
- Explore new technologies that meet the community's virtual & physical needs

Approved by Aurora Free Library Board of Trustees on November 19, 2026