

Berne Public Library – The Heart of the Community

Long Range Plan for 2024 – 2027

The mission of the Berne Public Library is to meet the needs of the community for lifelong learning and entertainment.

The library is committed to achieving the following:

1. To provide a facility that is accessible, functional and welcoming to everyone.
2. To provide collections, programming and services that meet the needs of district residents and institutions, promote literacy, education and the arts to enhance the community's quality of life.
3. To pursue and embrace library technologies that improve, enhance and/or expand services and programming for area residents and institutions.
4. To develop and execute a marketing plan that creates broad community awareness. This will support the library's programs and services, procuring resources and funds needed to carry out its goals and objectives.
5. Reinvent the usage of space at the library's entrance.
6. Use recycled and environmentally safe products to lower our carbon footprint and be a good example for community awareness.

Goal 1

To provide collections, programming, and services that meet the needs of district residents and institutions, promote literacy, education and the arts, to enhance the community's quality of life.

Objectives

- Target children and young adults to stimulate more participation of all at the library.
- Continue to provide hands-on community programs and events for all ages.
- Stimulate interest in a variety of books and digital collections using our patrons, staff and trustees' input.

Actions

- Increase marketing programs for our patrons, including Altamont Enterprise ads and more social media exposure.
- Provide programs and conduct outreach specifically targeted for children and young adults to encourage them to visit and utilize the library.
- Offer monthly book reviews written by students and adults and post them on the library's website.
- Host additional historical and educational programs with funding provided by the Friends of the Library and/or grants.

Goal 2

To develop and execute a marketing plan that creates broad community awareness. This will support the library's programs and services, procuring the resources and funds necessary to carry out its goals and objectives.

Objectives

- Build onto the database of patron emails to expand electronic marketing opportunities.
- Survey patrons and the community to help improve library services.
- Market the library and reach out to people in our area via mail and email. Advocate! Go to local clubs and organizations and personally inform them what the library has to offer.
- Preserve library Historical Collection.

Actions

- Add to the database of patron emails to increase our electric marketing.
- Periodically seek input from patrons, staff and community regarding library operations and direction through surveys, meetings and other means.
- Create and mail (USPS) a newsletter to reach our entire town to encourage library usage.
- Appoint a dedicated web master to weekly modify and update the website and use other social media to keep patrons informed of new additions to collections and to upcoming programs.
- Periodically review input from patrons, staff and community.
- Digitalize and submit library Historical Collection to NYS.

Goal 3

Reassess the usage of space within the library.

Objectives

- Analyze and improve the lobby area, staff office and storage closet.

Actions

- Rearrange or repurpose existing furniture or purchase items if necessary.

Goal 4

Be a leader in environmental stewardship in the community.

Objectives

- Lower our carbon footprint and be an example for our community.

Actions

- Use recycled and environmentally safe products in the library.
- Reduce, reuse, recycle books and all other recyclable materials.

