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# LONG RANGE PLAN: GOALS AND OBJECTIVES

1. Strengthen collaborations with local institutions and organizations, such as Museums, Schools, and Chamber of Commerce to develop joint educational and informational programs.
2. Strengthen communications with various demographics, including seniors, young adults and emerging adults, families, the Latino community, second-home owners, area business leaders and legislators. Facilitate outreach and community input-sessions in order to hear from all underserved groups.
3. Continue to collaborate with other libraries in the county to develop new technology and services. Continue traditional cooperation on inter-library loan of materials, government information, talking books and digital materials.
4. Collaborate with government agencies and library associations at the local, state and federal levels around shared objectives, especially when important policy issues are discussed and decisions made.
5. Communicate the library's brand through outreach, and by publicizing programs and materials. Take proactive and sustained steps to brand the library as a platform for community learning, development and entertainment.
6. Engage the full community in planning and decision-making. Respond to community input in developing new services and programs.
7. Expand the "Library without Walls" concept through offsite programming, 24/7 access to digital materials, and expansion of "Library of Things."
8. Commit to an activist mindset in collecting hyper-local content, including historic materials, ephemera, and digital-original content.
9. Develop a Board that fully represents the residents of the library service area.

10. Responsibly steward the library's fiscal resources through management of tax-revenues and enhancing donor database.

11. Recruit and hire a diverse and certified staff; develop employee engagement through competitive salaries and benefits, and by providing opportunities for professional development and innovation.

12. Create an annual report of statistics, funding, programs and services.

APPROVED BY THE BOARD OF TRUSTEES: NOVEMBER 2018