

ROYALTON HARTLAND COMMUNITY LIBRARY

STRATEGIC PLAN

2025-2027

Approved by the Board of Trustees on 12/16/24

Michele Smith-Link, President
Keith Bond, Vice President
Margaret Allen, Secretary
Carole George, Treasurer
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The Middleport Free Library (the “Association”) was issued a provisional charter by the Board of Regents of the State of New York on July 19, 1929. The charter was extended by the Board of Regents on December 29, 1940, and made absolute by action of the Regents on April 18, 1947. The Association Charter was further amended by action of the Regents and adopted on December 15, 2009. Effective upon approval by the Regents of the petition of the Association to be recognized as an “association district” library, the name of the Association was changed to the “Royalton Hartland Community Library,” approval granted on April 5, 2012. The Association includes residents of the Royalton Hartland Central School District which encompasses the Village of Middleport, as well as the Towns of Hartland and Royalton and portions of the Towns of Shelby and Lockport.

Our Mission

The mission of the Royalton Hartland Community Library is to provide an opportunity for learning, recreation and personal growth for the residents of the community through the resources and personnel of the library.

Our Vision

To achieve our mission statement, the Royalton Hartland Community Library will:

- Service the broad-based needs of the community by providing those materials and services most wanted and needed for education, recreation and personal growth.
- Place special emphasis on stimulating young children’s interests and appreciation for reading and learning.
- Combine traditional expertise with changing technology for equal and easy access to library services, materials and facilities.

Our Objectives

The general objectives of the Royalton Hartland Community Library are as follows:

1. To provide materials in order to promote through guidance and stimulation, the communication of ideas, an enlightened citizenship and enrich personal lives.
2. To serve the community as a center of reliable information.
3. To provide an atmosphere whereby original and sometimes critical ideas are present that society depends upon for its survival on free competition of ideas.
4. To encourage education, civic and cultural activities.
5. To provide the opportunity for all patrons to educate, entertain and enlighten themselves.
6. To identify community needs and provide services to meet these needs.

The intended purpose of this 3-year plan is to establish priorities and outline strategic initiatives that will enable the library to fulfill its mission, vision and objectives. It will guide decisions, help focus energies and resources, as well as strengthen services to provide lifelong learning opportunities for community members of all ages.

Goal 1 - Build and strengthen relationships with community members, focusing on partnerships with patrons, community leaders and service providers.

Action Plan:

- Meet with community leaders (Mayor/Village Trustees, Police Chief, Royalton-Hartland Central School Administrators), asking for ways the library can best serve the community.
- Increase visibility of library staff at community events by attending public functions and actively promoting the library.
- Utilize emerging technologies to better serve patrons.
- Increase awareness of a variety of library resources: printed materials, digital/electronic materials, hotspots, Chromebooks, and museum passes.
- Provide engaging, informative and enjoyable programs for all patrons.
- Build connections with pre-schools and home-schooled children/parents, providing access to library resources.

Goal 2 – Provide a comfortable, accessible place for all to gather, read, learn, grow and socialize.

Action Plan:

- Develop a schedule for seasonal facility maintenance.
- Design a staffing plan as library needs change.
- Create an emergency/disaster plan.
- Promote use of the Community Room and Display case.

Goal 3 – Expand marketing resources and services.

Action Plan:

- Update library website.
- Investigate options for increased communication with the Royalton Hartland School District – specifically Principals, Library staff and parents in all 3 schools.
- Increase use of social media to share information.
- Explore options for a monthly newsletter.

Various methods will be used to periodically evaluate the outcome of these goals, such as questionnaires, individual and group meetings.