

TWO YEAR STRATEGY: 2021-2022

Mission: The mission of the Avon Free Library is to enrich the community by fostering education through creativity, discovery, inclusivity, and engagement.

Planning Summary: To ensure the long-term sustainability of the Avon Free Library, this plan provides the framework to meet identified needs of the library and its stakeholders over the next two years, January 2021 through December 2022, with a focus on serving our library community in a post-COVID community. This two-year strategy was designed through collaboration between the Board of Trustees, the library's Director and staff, and community members. Information was collected through online surveys, phone interviews, and library usage data.

Goals: Through the Strategic Planning process, three priorities were identified as essential to the growth of the Avon Free Library. These priorities include:

1. Designing and maintaining safe library spaces
2. Forming community partnerships
3. Creating flexible programming

These priorities align with the mission of the library.



Priority One: Facility

Project: The library will examine the possibility of adding outdoor space where the community can safely gather for meetings, events, and programs.

Action Steps:

1. Evaluate and contract with an landscape architect to design an appropriate outdoor space.
2. Identify funding sources such as New York State Construction Aid, fundraising, and a capital campaign.
3. Develop a Project Plan for the expanded outdoor facilities.



Priority Two: Community Partnerships

Project: The library will work with community partners to increase civic engagement to create greater community participation.

Action Steps:

1. Research, develop, and implement a community calendar for the benefit of community members.
2. Create and host a Community Read program partnering with other Livingston County libraries to make this a community-wide initiative.



Priority Three: Programming

Project: The library will support patrons in a post-COVID community through expanded programming opportunities.

Action Steps:

1. Investigate ways that library services can better reach home-bound residents.
2. Develop a Project Plan to deliver virtual programming to community members.
3. Assess the need for technology training and assistance, and contract with a trainer to develop educational videos for patrons.

