

Embudo Valley Library Strategic Plan July 1, 2017- June 30, 2020

VISION: To cultivate an empowered and thriving community.

Mission: The mission of the Embudo Valley Library and Community Center is to build community by providing educational, cultural, and recreational resources for area residents. The library provides public library service, literacy programming for children and youth, formal and informal public gathering space for meetings and *resolana*, and an evening cultural series. Our property is home to a volunteer community radio station, a public park, a farmer's market, and a cooperative grocery store.

Embudo Valley Library Service Responses:

Commons

Cultural Awareness

General Information

Lifelong Learning

Goal 1: To provide our patrons and community with essential resources and expertise that help preserve the history and cultural traditions of the community.

Objective: Embudo Valley Library will offer a minimum of 12 events annually that focus on history and cultural awareness for children and adults.

Activities:

1. Sponsor the annual Fiesta de Santa Rosa on library grounds, and support baile folklórico classes or other cultural activity for children as a means of involving youth in the fiesta.
2. Add resources to the library collection that support the history and culture of the community.
3. Include local history in the library's evening cultural series.
4. Expand upon the StoryCorps project by promoting oral history gathering and sharing.

Resources required:

1. Staff time, approximately 200-400 hours.
2. Continuing Education for staff on audio production and digitizing collections.
3. Budget and fundraising-\$5,000-\$10,000 annually +/-.

Goal 2: Residents of all ages and backgrounds will have a welcoming place to engage in *resolana*, recreational, and cultural activities.

Objective: The library will continue to develop its outdoor space to be conducive to the above goal with a minimum of two projects completed within the next five years.

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Activities:

1. Within 3 – 5 years: Prioritize outdoor projects and make a plan to execute and fund the priority projects that may include: expanded recreational opportunities for youth such as an outdoor ping pong table, bocci ball court, skate park, alley with level spaces for tables that co-op and library patrons can use, permanent outdoor stage for fiesta and other uses, more public art, and a parking area behind the co-op that maximizes gathering space and minimizes space for cars.
2. Involve a community advisory committee in the planning process to develop the library grounds for youth recreation and public gathering.

Resources Required:

1. Design work, engineering, plan that board, staff, and community advisory committee agree on.
2. Staff and volunteer time: 250-500 hours.
3. Fundraising: \$50,000-\$200,000 depending on scope of work.

Goal 3: Children and adults in our community will have access to a wide range of programs and materials to encourage lifelong learning.

Objective 1: As teens have been underserved in library programming, the library will take one year to study, assess, develop, and potentially implement Teen Programs including a Teen Makerspace Initiative at the library.

Activities:

1. Conduct informal needs assessment for teen and maker programs, identify community resources that could contribute to such programs, look at potential funding sources for such programs, research other teen and maker programs and their activities, and evaluate whether we have the capacity to add 1 to 2 new programs. If positive outcome to all of the above, we will craft a program that would be able to secure long term sustained funding, start making funding requests for the program, and hire staff or expand staff hours to conduct anticipated new programming.
2. Evaluate year 2 of teen summer library intern program to determine whether to continue it.

Objective 2: Provide early literacy, youth afterschool and summer literacy programming at the library.

3. Continue K-6 afterschool program as a tier 3 program that includes STEM and arts enrichment.

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4. Continue to expand partnerships in our Summer Reading Program to boost program quality, participation and attendance.
5. Maintain high level of continuing education for youth program staff in order to execute quality programs.
6. Continue early literacy story time as key library program.

Resources Required:

1. Staff and volunteer time-10-20 hours a week.
2. Fundraising- \$12,000-\$22,000 annually depending on scope.
3. Continuing education in makerspace and teen programming.
4. Supplies for makerspace and teen programming.

Goal 4: Through partnerships and fundraising, create short and long term funding sources to stabilize library operating budget and professionalize library staff employment that will result in a strong organization able to retain highly qualified employees.

Objective: Increase and stabilize the library operating budget in order to raise the library staff wages and training opportunities.

Activities:

1. Cultivate a better relationship with Rio Arriba County and participate in their budget process.
2. Create printed endowment materials that will go out in our annual mailings, with a goal of raising \$10,000 a year for the endowment over the next 3 years.
3. Dedicate staff time to research long term funding sources and methods such as independent library districts, rural library fund in the State of New Mexico, and contracting opportunities with government or educational entities.
4. Implement a personnel policy with wage and benefit standards for employees, with the goal of retaining qualified and experienced employees.
5. Collaborate with the co-op and other local entities on projects and fundraising.

Adopted by the Board March 21, 2016, reviewed and updated 4/12/17