Naples Library
Long Range Plan 2025-2028

SECTION ONE: PLANNING SUMMARY: Plan is based on community needs and feedback, with accessibility and sustainability integrated throughout all strategic goals. The 2025-2028 Long Range Plan will focus on the following four goals:

- Communication
- Programming
- Training
- Evolving Technology

SECTION TWO: VISION/ MISSION STATEMENT:

The Vision of the Naples Library is to inform, inspire, educate and entertain our community in an easily accessed, resource rich environment.

The Mission of the Naples Library is to provide a wide variety of resources, technologies and programs in order to increase the knowledge of our community, satisfy curiosity and create new readers.

SECTION THREE: CORE VALUES

The Core Values adopted by the Naples Library Board of Trustees include: Access, Equity, Intellectual Freedom, Privacy, Public Good. Refer to Bylaws for full description.

1. Goal: **Communication**
    a. Project Leader: Director, Communication Committee
    b. Purpose: To pursue improved communications with community, staff, and trustees.
    c. Measure: Track usage of website, social media engagement, number of patrons on print mailing list.
    d. Action
        i. Promote the library as a community information hub with resources available besides lending materials
        ii. Create a centralized information source for community resources including digital resources available on library website and library computers, an online bulletin board and investigate installing an icon on library desktops.

iii. Develop opt-in regular print mailing to increase accessibility to patrons that are not online, who are unable to visit library and to reach underserved populations within our community

iv. Improve library communications to be accessible to a larger audience considering website format, contrast on print materials, talk to text features etc.

2. Goal: **Programming (from content perspective)**
   a. Project Leader: Director, Staff and Trustees
   b. Purpose: Develop programming to expand community interaction, collaboration, and educational opportunities.
   c. Measure: Track sessions, attendance, subject matter and evaluations of programming.
   d. Action
      i. Increase educational programming about digital library technologies and resources. (example: libby, ancestry, mango languages etc)
      ii. Incorporate thoughtful and responsible use of technology throughout programming.
      iii. Increase partnerships by collaborating with community organizations, having regular interaction and reinforcing community desire for these partnerships.
      iv. Develop intentional programming that creates safe spaces and encourages challenging topics, informed by our core values.
      v. Increase adult learning opportunities based on educational needs of the community.
      vi. Expand social and educational opportunities for senior citizens.
      vii. Reach underserved and marginalized populations within our community such as: senior citizens, people without technology, the disabled and individuals with complicated/varied communication needs.

3. Goal: **Training**
   a. Project Leader: Director, Board of Trustees and Personnel Committee
   b. Purpose: Training and development of staff, trustees and patrons is an important aspect to the success of the library. Ongoing, dedicated investment in learning will enable Naples Library to thrive in an ever changing environment.
   c. Measure: Track Director, staff, Trustee, patron and volunteer training for each action step using existing methodologies.

d. Action
    i. Provide staff education to focus on library skills and individual specialized areas of responsibility, at least once each year.
    ii. Increase Trustee engagement in training and educational opportunities by systematically integrating learning opportunities into Board of Trustee meetings, and by leveraging opportunities i.e. OWWL, Mid Hudson Library System and others.
    iii. Trustees will report to the full board quarterly on training in which they have participated, year to date.
    iv. Encourage Friends of Naples Library to participate in training and educational opportunities.
    v. Develop role specific training required for all library volunteers.
    vi. Director will participate in learning opportunities related to Sustainability, the Sustainable Libraries Initiative and/or the Triple Bottom Line conceptual framework (environmentally sound, economically feasible and socially equitable practices).

4. **Goal: Evolving technology - thoughtful, responsible use.**
    a. Project Leader: Director, Policy Committee
    b. Purpose: Rapidly changing technology can mean that the services, equipment and even staff understanding of technological sophistication will be evolving, potentially faster than the library's ability to stay current. The library staff, trustees, Friends, and volunteers can all be affected. This goal is intended to assist all those involved with the library to keep up with related advances in technology and to best utilize them in support of library operations.
    c. Measure: Track the classes held, attendance, and evaluations. Review drafted plans and potential policy changes with OWWL for any additional guidance.
    d. Action Steps:
        i. Identify and/or facilitate staff educational opportunities related to changing technologies; at least 1/year
        ii. Host periodic classes for the public on how to use library technologies; at least 2/year; consider as "customer service" to present training through the "library patron's eyes"
        iii. Host community discussions related to Artificial Intelligence (AI); potentially inviting participation from Naples High School faculty and students.
        iv. Develop a 'Technology Plan' for the library to integrate new technologies into the delivery and improvement of library services.

v.   Develop a multi-year plan for the replacement and upgrading of library equipment

vi.   As knowledge of AI increases, consider holding trustee discussions on what potential related policies, or existing policy changes, may be needed. Consult/leverage outside resources such as OWWL and NCS.