



Schenectady County Public Library

2026-31 STRATEGIC PLAN



April 2026

PREPARED BY

**LIBRARY
STRATEGIES**



Schenectady County Public Library

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THE SCHENECTADY COUNTY PUBLIC LIBRARY BOARD OF TRUSTEES is pleased to present our newly adopted SCPL Strategic Plan for 2026 – 2031. This plan is the product of a comprehensive strategic planning process that sought input from a wide range of library user and non-user community members, the library staff, and the Library Board of Trustees, all guided by our partners at Library Strategies. Library Strategies conducted interviews with a diverse representation of the community; analyzed and summarized thousands of survey responses; and worked closely with the library's leadership team throughout the process. The result is a Strategic Plan with five broad goals,

each with traceable actions assigned to each goal. The next step, already in progress, is the development of the Year 1 Implementation Plan that will specifically address the goals and actions in the plan. The Library Director and the Board's Planning Committee will report on the implementation plan and the library's progress on the plan's goals quarterly. The Library leadership team - the Board and Director, will work together to ensure that this strategic plan remains a living document that will guide us in continuing to build a Schenectady County Public Library that is strong, vibrant and responsive; providing a broad range of services and programs county-wide across our nine locations.

Thank you to the Schenectady County community and the SCPL staff for your vital contributions to this planning process for your public library!

Respectfully,

Brenda Schworm
SCPL Board of Trustees President

HON. KAREN B. JOHNSON MAIN LIBRARY | ROTTERDAM BRANCH





GOAL ONE

WE WILL FOSTER LIFELONG LEARNING AND ENRICHMENT THROUGH PROVIDING EQUITABLE ACCESS TO COLLECTIONS, INFORMATION AND TECHNOLOGY SERVICES AND PROGRAMMING.

- 1.** Curate, procure and promote a diverse collection of materials to support community interests and personal endeavors.
- 2.** Pinpoint and address imbalances between what patrons want and what is available to them from SCPL.
- 3.** Increase the availability of nontraditional resources, including a loanable Library of Things and on-site, makerspace-style amenities.
- 4.** Build excitement for reading and learning through readers' advisory and incorporating library collections and resources into programming.
- 5.** Diversify adult programming, with a particular emphasis on opportunities which facilitate community knowledge sharing, hold intergenerational appeal, and/or provide assistance to job seekers.
- 6.** Evaluate programming to ensure that days and times conform with the scheduling needs of target audiences.
- 7.** Prioritize providing useful technology and expert assistance to help residents achieve school, career and life goals

LIBRARY | MONT PLEASANT BRANCH



LIBRARY |



GOAL TWO

WE WILL SUPPORT K– 12 STUDENTS WITH LEARNING RESOURCES AND LIVELY, INSPIRING PROGRAMS THAT FOSTER LITERACY, CURIOSITY, AND CONFIDENCE.

1. Prepare children for school by providing kindergarten readiness resources and programs that support their development.
2. Reduce barriers for student access to library cards and resources.
3. Design and provide an engaging summer reading program that cultivates excitement about reading and offers options to keep students connected to learning.
4. Partner with school districts within the County to leverage their expertise in supporting students and promoting library awareness.



QUAKER STREET BRANCH LIBRARY | GLENVILLE BRANCH





GOAL THREE

WE WILL BROADEN ACCESS, ADDRESS OBSTACLES TO USE, AND ENCOURAGE CONNECTIONS WITH GROUPS IDENTIFIED AS UNDERSERVED AND HIGH NEED.

1. Develop and analyze key performance indicators for library use to inform operational decisions about library services.
2. Examine current library practices to identify barriers to utilizing library services and explore ways to remove those barriers.
3. Create a coordinated communications and patron awareness campaign that improves understanding of library services.
4. Develop a broad-based marketing plan to guide SCPL's promotional efforts.
5. Coordinate larger-scale, family-oriented community events positioned to increase the library's visibility and reach.
6. Prioritize outreach into underserved pockets of the community.
7. Adopt continual feedback mechanisms to gather input from community members on an ongoing basis.
8. Amplify the library's commitment to life-long learning through partnerships with allied organizations that share overlapping audiences and educational goals.

LIBRARY | SCOTIA BRANCH LIBRARY |





GOAL FOUR

WE WILL CONSCIOUSLY POSITION THE LIBRARY AS AN INCLUSIVE AND ACCESSIBLE SPACE FOR EVERYONE.

1. Enhance the visitor experience by upgrading signage, furnishings, and spaces as needed throughout the system.
2. Adapt and innovate to meet changing community needs for a third space including exploration of equipping meeting rooms with up-to-date, collaboration-friendly technology for educational, recreational and work-related purposes.
3. Ensure the library's website, app and digital services are accessible and navigable and actively explore enhancements to continuously improve them.

PHYLLIS



BORNT BRANCH LIBRARY AND LITERACY





GOAL FIVE

PROMOTE A HEALTHY ORGANIZATION WITH EFFECTIVE COMMUNICATION, TRAINING, AND ACCOUNTABILITY TO SUPPORT PROFESSIONAL GROWTH AND INSTITUTIONAL PERFORMANCE.

1. Assess and improve two-way communications within and across library teams, leadership and staff.
2. Provide periodic customer service and topic-specific training to increase staff confidence when interacting with any patron and in a wide range of scenarios.
3. Invest in staff cross-training in select areas to increase cross-departmental understanding and foster an agile frontline team.
4. Revisit library policies and procedures to ensure all reflect and encourage an inclusive and accessible atmosphere.
5. Review the Library's mission, vision and values to ensure alignment with current Library strategy.
6. Engage in regular Library Board training to ensure all members fully understand the library's vision and feel confident in championing its mission.

CENTER | NISKAYUNA BRANCH LIBRARY | WOODLAWN BRANCH LIBRARY





The mission of the Schenectady County Public Library is to satisfy our community's educational, informational, and technological needs.

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