MISSION

The mission of Southeastern New York Library Resources Council is to provide access to information, resources, support, networking, and professional development opportunities to enhance the services of its member organizations.

VISION

Through the provision of excellent services and resources, members will recognize Southeastern New York Library Resources Council as a leader and facilitator for regional library issues.

GOAL 1: BUILD ORGANIZATIONAL CAPACITY

Build Organizational Capacity and Resources to Enable SENYLRC to Sustain and Enhance Member Services

STRATEGIES:

1. Re-examine the membership and fee structures to:
   • Provide greater clarity for members and non-members
   • Possibly add individual or other small organizational memberships
   • Diversify and increase income

2. Advance programmatic partnerships with other regional councils, ESLN, and other affiliated systems to share resources and promotion of activities

3. Explore developing a new entrepreneurial program using affiliated consultants to provide additional member services and increased income

4. Strengthen advocacy efforts to help ensure sustainable public funding of SENYLRC

5. Develop a long-term staffing plan to allow for greater flexibility across positions, as well as enhanced member services
GOAL 2: INCREASE AWARENESS

Increase Awareness of SENYLRC and its Services to Optimize the Involvement and Support of Current and Potential Members

STRATEGIES:

1. Enhance and clarify SENYLRC’s core brand and extend brand messaging to increase awareness and use of the scope of services offered

2. Create a plan for publicizing SENYLRC and its services to potential and current organizational members, to include:
   • Individual promotional outreach to organizations to increase awareness, involvement, and new memberships
   • A stronger promotional program within and across affiliated systems

3. Facilitate additional networking and social opportunities across different types of member organizations to increase involvement and member connections

GOAL 3: ENHANCE SERVICES

Target and Enhance SENYLRC Services to Better Meet Member Needs

STRATEGIES:

1. Explore providing professional development opportunities and other activities both through remote access, as well as at alternative sites across the region, to overcome distance barriers to member participation

2. Provide enhanced advocacy and marketing leadership within the region to strengthen support for member libraries

3. Continue on-going improvements in core professional development and interest group activities, including extension of these services to all staffing levels. Enhance current professional development offerings in marketing and promotion; advocacy; fundraising; making the case for the relevancy of libraries; and connecting academic library services and school library services to student learning outcomes.

4. Maintain and improve HRVH, SEAL, hospital library services, and overall technology services to keep abreast of new developments and member needs
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Southeastern NY Library Resources Council

*PLANNING COMMITTEE

21 South Elting Corners Road
Highland, NY 12528

(845) 883-9065
www.senylrc.org