



Shepherdstown Public Library

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The Five Year Strategic Plan for:

Shepherdstown Public Library

2025-2030

Board of Trustees members: Nancy Stewart, President
Mary Anne Hitt, Vice President
Sally Brasher, Secretary
Jeffrey Bannon, Treasurer
Ruth McQuade, Trustee
Library Director, Christy Hagerty

Background

The Shepherdstown Public Library (SPL) has been in existence since 1922. It was started as a volunteer organization, and in 1972 it became a state-supported library and was established under Chapter 10 of the West Virginia Code as a “quasi-governmental instrumentality” with non-profit status. The funding/governing authority is the Corporation of Shepherdstown.

A five-member board of trustees (BOT), whose 5-year terms are staggered, is appointed by the Shepherdstown Town Council to oversee SPL operations. The library is run and managed by a Library director who reports directly to the BOT. The director hires and supervises professional and paraprofessional staff who help to operate the library.

SPL has been serving the literary and information needs of the Shepherdstown area for over 100 years. Now, more than ever, libraries are important – they are essential to a free and open democratic society and function as the portal to free access to information for all citizens.

- They help patrons navigate the staggering sea of information;
- They are integral to our educational system;
- They support early literacy;
- They are champions of “lifelong learning”; and
- They play an important role as “third space” – a safe, pressure-free place to be and learn within the community.

After 15 years of continual effort by the community, the dream of planning, building, and opening a new library was achieved in July 2022- its centennial anniversary. Having outgrown its limited 2000 sf space long ago the new state-of-the art library provides much needed space for new programs, community meetings, public access computers, and parking. It is also ADA-compliant making it more accessible for special needs patrons. To complement the new facility, a beautiful outdoor area with a pollinator garden and benches surrounds the building.

The library serves one-third of the residents of Jefferson County. And is a part of a consortium of nine public libraries in three counties that share resources and materials. All libraries share one card so that every patron is able to use the full services of any of the participating libraries.

The library leads and maintains programming for all ages. This includes storytimes for toddlers and preschoolers. Book clubs for middle and elementary aged students. STEM, craft, game and nature clubs. Adult programs include health and wellness activities, craft programs, book clubs, art shows and digital literacy programs.

Vision

The Vision of the Shepherdstown Library is to provide a comfortable, welcoming space where the community will have access to trusted and freely accessible literature, technology, programs, and resources for all.

Mission

To provide a variety of resources, services and programming to engage and educate our community.

Values

Customer Service: The library staff is committed to providing the best customer service possible. This includes creating a genuinely welcoming and inclusive atmosphere and using all resources possible to provide the requested information in a timely manner.

Community: Our library is part of the community and for the community. It exists to serve the needs and desires of the residents and takes into account the inevitable changes that will occur in population size and demographics.

Diversity: The library encourages and supports diversity of every kind. It provides materials on almost any topic and encourages exploration of the many ways of living a fulfilled life.

Partnership: The library is a partner within the community – we work with all different groups to support their visions and missions (with certain legal exceptions), thereby enhancing quality of life for all.

Goals and Objectives (2025--2030)

Goal 1: Enhance utilization of Shepherdstown Library

- **Objective 1:** Continue to provide community space for meetings, classes, lectures, films, art displays and music and establish the library as an advocate and meeting area for local arts, cultural and business groups
- **Objective 2:** Develop a long term plan to maintain physical spaces
- **Objective 3:** To provide and enhance sustainability of the building and grounds
- **Objective 4:** Support efforts to improve accessibility by pedestrians and bicycles.

Goal 2: Provide programs and services that respond to the needs of the community.

- **Objective 1:** Conduct a User Needs Assessment survey
- **Objective 2:** Provide a diverse core collection by expanding the range of media, languages, and materials for all patrons.
- **Objective 3:** Increase number of library visitors by
- **Objective 4:** Increase number of new card holders each year by
- **Objective 5:** Follow and maintain marketing plan and materials targeted at patrons and potential users to increase awareness of library services and resources.

Goal 3: Enhance library services using technology and increase digital literacy in the community.

- **Objective 1:** Provide digital literacy learning for all ages.
- **Objective 2:** Partner with technology initiatives and programming and pursue grants and funding that will allow acquisition of technology relevant to the community's needs
- **Objective 3:** Fully train staff to use, operate and teach acquired technology.

Goal 4: Develop strategic partnerships to expand visibility in the community:

- **Objective 1:** Cultivate collaborative partners, including corporate, and private, non-profit and for profit, educational institutions, churches, civic clubs, etc.
- **Objective 2:** Provide regular outreach to public, private schools, homeschool families and university level learners.
- **Objective 3:** Maintain visibility for the library at the Market House with the Visitors center.

Goal 5: Secure sustainable, predictable, and adequate funding for library services and operations.

- **Objective 1:** Develop a financial plan to manage and grow SPL financial resources
- **Objective 2:** Work with fund-raising organizations affiliated with SPL: Shepherdstown Public library Foundation, Friends of Shepherdstown Library (FOSL), Nourishing Literacy Giving Circle (NLGC).
- **Objective 3:** Implement Marketing plan to increase donations to the library

- **Objective 4:** Expand communication with government agencies and representatives to increase public agency funding for SPL, following all rules and regulations bearing on such communications
- **Objective 5:** Identify and apply for grants to provide funding for SPL.

Goal 6: Provide staff development for library staff and board members.

- **Objective 1:** Increase skills for all staff in customer relations, technology and fundraising capabilities.
- **Objective 2:** Staff will attend regular conferences and workshops, online and in person, for professional development and learning opportunities.
- **Objective 3:** Board members are encouraged to attend workshops and conferences.

This plan will be managed by the Library Director and reviewed quarterly and updated as needed by our Board of Trustees to identify areas of success and make any necessary changes.