



**WHITE PLAINS PUBLIC LIBRARY
STRATEGIC PLAN
2016-2019**

GOAL 1: The White Plains Public Library will provide excellent opportunities for adults to learn

STRATEGIES:

- 1. Create a physical space for adults that is welcoming, versatile, and user-friendly.**
- 2. Offer programs, resources and collections that stimulate individual and group learning.**
- 3. Expand partnerships with nonprofits and businesses to increase educational programming; utilize expertise of community residents.**
- 4. Provide opportunities for multi-generational interaction and learning.**
- 5. Offer new services that will bring adults into the Library and provide them with the resources and opportunities for personal growth.**

GOAL 2: The White Plains Public Library will extend its services and resources to new users

STRATEGIES:

- 1. Identify emerging audiences and their needs.**
- 2. Develop and implement targeted strategies and collections for engaging new users.**
- 3. Seek opportunities to provide library services and collections outside the building.**
- 4. Use technology to broaden the availability of library services beyond the building.**
- 5. Create and implement a marketing plan to increase visibility and use of the Library.**

GOAL 3: The White Plains Public Library will maximize its current space

STRATEGIES:

- 1. Create and implement a design plan for improving the attractiveness of the exterior of building to encourage greater use of the Library by individuals and groups.**
- 2. Renovate and enhance spaces for showcasing community arts and cultural offerings; develop a mission for Library support of the arts.**
- 3. Create strategies and partnerships for expanded programming in the Library Plaza.**

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