

# **Jemez Springs Public Library (JSPL)**

## **Strategic Plan**

### **July 1, 2026 – June 30, 2029**

#### **MISSION**

Jemez Springs Public Library strives to meet the informational, recreational, and cultural needs of Jemez Valley residents and visitors by providing exceptional customer service, valuable materials and resources, inspiring programs, relevant technologies, comfortable meeting space, appropriate academic support, and a high level of opportunities for community connection and public discourse in a safe, inclusive, and neutral setting.

#### **VISION**

To be a community hub and a pivotal cultural institution, to inspire and nurture trust, lifelong learning, and a passion for reading and the arts, to bring the community together around the ideals of knowledge, inclusion, equality, mutual support, and understanding.

#### **GOALS AND OBJECTIVES**

1. Provide a safe, comfortable, and accessible physical environment
  - a. Finish the complete rebuilding of the library's main entrance deck and the library conference room deck.
  - b. Secure an architectural design for a new back deck; proceed with the construction process.
  - c. Replace current library furniture and equipment with more ergonomic and comfortable pieces.
2. Increase accessibility of library collections and programs
  - a. Solicit public input on library events and program attendance barriers for various age and occupational groups.

- b. If necessary, explore the feasibility of expanding or altering core library business hours, or regularly conducting events and programs outside of the current business hours.
- 3. Promote Childhood Literacy and Early Education
  - a. Build on the success of current Storytime and Friday Fun programs: offer additional programs and events focused on our youngest patrons.
  - b. Consistently and vigorously solicit feedback and suggestions from all parents and adult guardians; identify and seek to work closely with key influencers among them.
  - c. Experiment with program designs and formats.
- 4. Promote Multiple Literacies and Life Skills
  - a. Offer programs in information literacy/online searching, AI, daily technology use (especially for seniors), health and wellness (including, specifically, brain health and mental fitness), personal growth and resilience, fraud awareness and protection, communication and leadership, and other skills as determined by public feedback and suggestions.
  - b. Offer academic support for all levels of education within standard public library parameters, as distinct from academic and special libraries.
- 5. Spark Imagination, Joy, and Enrichment
  - a. Enhance lives by providing recreational reading, free entertainment, access to the arts, and opportunities to create and have fun.
  - b. Continue to offer a rich, balanced, and diverse collection of materials in a variety of formats.
  - c. Promote reading, engagement with the arts, and lifelong learning as meaningful and accessible recreational activities.
- 6. Improve communication, marketing, and outreach
  - a. Cull and verify the library patron database; determine the number of active library card holders.
  - b. Verify emails and other contact information of all active library card holders; ensure everyone can receive library communications.

- c. Continue to refine the library communication and social media strategy and processes; work on ways to verify and quantify impact.
- d. Focus on building relationships with the Jemez Pueblo Community Library and the Jemez Valley Public Schools.
- e. Seek opportunities for joint projects and sponsorships with local businesses and organizations.

7. Focus on library staff and volunteers

- a. Encourage professional growth and provide appropriate professional development opportunities to all staff members.
- b. Strive to maintain sufficient staffing levels.
- c. Supplement staff efforts with the support of trained volunteers.
- d. Seek to maintain a pool of potential hourly staff members and volunteers.
- e. Ensure that everyone's contributions are appropriately recognized and acknowledged, work on enhancing morale and cultivating *esprit de corps*, provide staff members and volunteers with opportunities to increase their leadership and communication skills.

## NOTES

1. Jemez Springs Public Library is a small rural library with a legal service population of 198. Residents of the village proper are our most active users, closely followed by residents of municipalities and unincorporated areas throughout the Jemez Valley. In addition, we have a few patrons from Sandoval County, Albuquerque, and several other more distant localities. The library's actual active user population hovers around 1,000. The library achieved full professional status in July 1998.
2. This strategic plan is based in part on the latest community assessment conducted in 2023 and, largely, on the library data, experience, and developments of the fiscal year 2026, which coincided with the first year of the new director's tenure.
3. Over the last several years, the library underwent, back-to-back, two disruptive experiences of COVID and a near-collapse of the roof over most of

the building due to water damage, accompanied by severe mold infestation. The latter necessitated the relocation of the entire library collection and all personnel out of the building for almost a year. The library is nearing the second year of recovery from these events. We have made tremendous strides in rebuilding the library's physical infrastructure and our web of relationships within the community, and we are looking forward to continuing to build on this forward momentum.

4. The library will develop, within 120 days of this plan's approval, a set of metrics to assess its progress in achieving the above goals and objectives.

**Andrei "Andrew" Adaryukov**  
Library Director

July 16, 2026

Approve by the Library Board President

July 27, 2026