Schuylerville Public Library

Strategic Plan

2015-2020

Adopted \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Board of Trustees



# Mission Statement

The mission of The Schuylerville Public Library is to assemble, preserve and provide printed, audio, video and other electronically accessed materials that will meet the educational, informational, cultural and recreational interests and needs of the community serviced by the Library and in compliance with local, state and federal laws. The Library will be a source of refuge, inspiration and safe harbor to all patrons who seek the services it provides.

Table of contents

Acknowledgments

Executive Summary

The Planning Process

Service Priorities

Service Goals

Objective and Activities

Goal 1: Firm Foundation-Budget, Staffing and Building Sustainability

Goal 2: Create Young Readers-Early Literacy

Goal 3: Know Your Community-Community Resources and Services

Goal 4: Express Creativity and Stimulate Imagination

Next Steps

Appendices

Appendix A. Community Vision Statements

Appendix B. Community Strengths, Weaknesses, Opportunities and Threats

Appendix C. Staff Assessment of Service Priorities

Acknowledgments

The 2015-2020 Strategic Plan for the Schuylerville Public Library was created jointly by a committee of Library Trustees, Library staff, stakeholders, and community leaders. A great deal of consideration was given in the delivery of this document. We are grateful to those who contributed to its formation, especially Sara Dallas of Southern Adirondack Library System, Sean Kelleher, our facilitator, and the dedicated group of community members who gave their time and expertise to its completion.

Whitney Colvin

President, Board of Trustees

Schuylerville Public Library

2015 Schuylerville Public Library Board of Trustees

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Executive Summary

With such vibrant local heritage, our library should reflect the wealth of tradition as well as progress at its foundation. The ideal future will memorialize our community’s years as a mill, canal, agricultural, and historical community, and it will explore ways to contribute to the prosperity that tomorrow promises. Since our original charter in 1905, we have been on a journey of constant growth, evolving to meet the needs of our population. In 1967, a new building was erected to allow much-needed expansion and updating. In 2013, a re-charter to School District library brought us to the best-suited fit for our service area. During recent years, we have held ourselves to the task of updating the building, encouraging staff, ensuring programming, analyzing budgetary concerns, and paving the way for all possible improvements. The Library Journal awards, impressive growth rates, and generous public donations have given us the inspiration to formulate a proper plan for a flourishing future. In the face of changing trends, economic and social as well as technological, we have worked with our community to establish suitable guidelines to ensure that our ambitions were reflective of their interests and needs.

The Planning Process

At its September 2014 Board meeting, the Interim Library Director Martin and Vice President of Finance Kelleher introduced the Trustees to the Public Library Association’s Strategic Planning for Results model of long range planning.  The steps in the planning process included:  identifying community needs, selecting potential library service priorities to fulfill those needs, setting goals based on the selected services, crafting objectives to measure progress toward meeting goals, carrying out effective activities to meet measurable objectives, and identifying the staff, collection, facilities, technology and financial resources required to carry out the activities.  The Board agreed to adopt this model for Strategic Planning.

September through November of 2014, staff, board members, and a committee of community representatives met to discuss the current state of the library and to envision our future direction. Members of the community planning committee first met in October 2014. At that meeting, they participated in a visioning exercise to imagine the ideal state of the community in five to ten years (Appendix A). The community planning committee also conducted a situation analysis where they identified the community’s strengths, weaknesses, opportunities, and threats (Appendix B). Based on the vision statements and situation analysis produced at the meeting the committee identified several service priorities for the library. The community representatives placed an emphasis on service priorities that would support early literacyadult, teen, and family literacy, and allow people to know their community.

Following that meeting, library staff reviewed the recommendations of the community planning group. Given space and staffing limitations, and the potential to develop an excellent services for pre-school children, the library staff recommended concerns about the technical skills and space to deliver adult, teen, and family literacy services.  In addition, there is a concern about the ***know your community*** (seven towns and two villages) goal.  The staff performed an analysis of the library’s strengths, weaknesses, opportunities, and threats associated with the resulting three service priorities. The results of those analyses (see Appendix C) were presented to the community planning committee when it reconvened for a second meeting in November, 2014.

Service Goals

The process of selecting service priorities consisted of a series of meetings that included input from the community planning committee, library staff and Board of Trustees. With each group’s attentiveness to one another’s viewpoint, the planning committee was vested with defining the compass points for the final draft. Placing great emphasis on the both the challenges within the community as well as the desire to address those challenges, the community planning committee recommended the following service priorities to the Board of Trustees.

***Strong Foundation-Budget, Staffing and Building Sustainability.*** The Library will ensure a strong institutional foundation by developing financial security, providing appropriate knowledgeable staff (meeting the Regents standards), and creating an open access and sustainable operations that meets the needs of the community.

***Create Young Readers -*** ***Early literacy***. The community will have the materials, services, and programs designed to support a community of young readers (children birth to age eight) and to ensure that they enter school ready to learn.

***Know Your Community – Community Resources, Services and History.*** Patrons will have a central source for information about the wide variety of programs, services and activities provided by the community agencies and organizations, and will have the resources they need to connect the past with the present.

***Express Creativity and Stimulate Imagination.*** Patrons will have materials and services to support reading, viewing and listening for pleasure along with creating and sharing content.

Objectives with activities

***Goal 1 - Strong Foundation-Budget, Staffing and Building Sustainability.***

***Objective 1.1 – During the next 5 years, a target of 75% survey respondents will state that the Schuylerville Public Library is a good fiscal investment and our resources are well used.***

* Inform the public of budget votes
* Create a 3 and 5 year budget plan
* Support the Friends group in becoming sustainable and a not-for-profit organization
* Pursue grants for special programs.
* Assess, prioritize and implement feasible suggestions from focus groups and survey.

***Objective 1.2 – During the five years of the plan, the Library Board and Director will work to improve the library personnel environment.***

* Ensure the library has a certified Director
* Reduce Director’s hours at circulation desk, to enable pursuit by Director of stated goals and objectives.
* Encourage participation in professional development
* Survey and develop appropriate patron hours
* Maintain a safe working environment
* Develop a personnel policy
* Continue to utilize volunteer force for appropriate tasks.
* Create mechanism to record patron feedback on the quality of the staff.

***Objective 1.3 – A minimum of 75% of respondents to a periodic survey will indicate that the Library is an attractive, accessible, safe, comfortable and welcoming place.***

* Start a building assessment and plan process to access our future needs and the use of the church street property.
* Create a welcoming and accessible facility
* Contain Building Cost and develop environmentally correct decision-making process
* Provide facilities (furniture, equipment, technology, and programs) accessible to all people including those with disabilities to include an adjustable table that can accommodate a wheelchair or mobility vehicle, a technology that includes
* equipment/programs that enable use by the visually impaired and people with motor and dexterity impairments
* Create mechanism to record patron feedback on the quality of the facility

***Goal 2 - Create Young Readers -*** ***Early literacy***.

***Objective 2.1 – 3‐1: By the end of 4 years, 50% of parents and caregivers answering a brief library survey at will state that they are aware of the initiative to promote community wide early literacy (SPELL – Schuylerville Public Early Literacy Lab)***

***Objective 2.2 – At least 80% of parents or caregivers of infants, toddlers, and preschool children using the library will state that they had access to collections, programs, and services that help the children develop a lifelong love of books, reading, and learning.***

***Objective 2.3 – By the end of 5 years, the circulation of children’s material will increase 20%.***

***Objective 2.4 – By the end of 5 years, 25% of the parents or caregivers of incoming students to the Schuylerville Public Schools will be trained in early literacy techniques.***

***Objective 2.5 – A minimum of 90% of parents/caregivers surveyed will indicate that they are satisfied with library’s services for young children.***

* Present regularly scheduled story programs.
* Implement the 1,000 Books program
* Implement the NYS Ready to Read program
* Develop theme packets that include books, toys, audio-visuals, manipulatives, software and games for parents and caregivers to use with their children.
* Provide technology with appropriate programs for children
* Reduce Program Coordinator’s hours at circulation desk, to enable pursuit of Goal 2.

***Goal 3 - Know Your Community – Community Resources, Services and Activities.***

***Objective 3.1 – A minimum of 85% of patrons surveyed will indicate that they are satisfied with library’s services to create a physical and online environment that shares information about a wide variety of programs, services, and activities.***

* Reformat the entry space w/ bulletin boards for sharing community information and events
* Develop and host an online community calendar
* Host a community information blog
* Increase collaboration with community and outside groups
* Investigate creating a space for the community to use for meetings

***Goal 4 - Express Creativity and Stimulate Imagination.***

***Objective 4.1 – During the 5 years of the plan, the Library will show at least a 10% increase in material budget to enhance patron leisure time materials.***

***Objective 4.1 – – A minimum of 85% of patrons surveyed will indicate that they are satisfied with library’s services and support to patrons who want to express themselves by creating original content in a real world and online environment.***

* Display new material in a prominent location
* Develop community mini book houses
* Provide a listening and viewing preview station
* Summer reading programs
* Sponsor Author’s Visits
* Provide media production software for public use
* Publish an eZine of user created content
* Present concerts, plays and other performing arts
* Sponsor writing workshops and publish the results
* Provide personal improvement opportunities to teach patrons to use a variety of media production tools.
* Sponsor Lego, Origami, and Knitting Clubs.
* Reassess and possibly reassign the infrequently used items in the collection.
* Focus on adult fiction and DVD collections development in response to library use survey.

Next Steps

The Community Planning Committee set the service responses while considering the impact on the budget, including staffing. By adopting this Strategic Plan, the Board of Trustees is affirming the goals and objectives presented in this plan. The plan will be distributed to key stakeholders, including community representatives, Advocates for the Schuylerville Library, Southern Adirondack Library System, and others, and will be made publicly available on the library’s webpage http://schuylervillelibrary.sals.edu. Library staff and trustees will reallocate resources as necessary in order to ensure that the goals and objectives outlined in the plan are achieved.  Progress made on achieving the goals and objectives will be reported regularly to the Library Board of Trustees and to the community.