

Newfield Public Library Long Range Strategic Plan

2016-2020

Newfield Public Library Strategic Plan 2016 – 2020

The trustees and library director have developed this long range plan, the 4th in the series, as a guide for the next 5 years. Previous plans have guided the library through a building project and then through the transition to using new facilities and new technology.

This strategic plan will build on the most applicable parts of earlier ones and offer a guide to help Newfield Public Library successfully meet new challenges that the library will face in the next 5 years. The plan is ambitious, but realistic.

Eight goals have been identified to meet the known challenges with methods to achieve each goal are included. Annually, the strategic plan will be reviewed by two trustees and the library director and a report made at the October meeting of the trustees.

Mission Statement

The Newfield Public Library will continue to provide a comprehensive collection of materials and services to meet the informational and recreational reading needs of a growing, changing community.

Vision Statement

The Newfield Public Library will:

Be a warm friendly place where people of all ages can stay awhile to browse, sit and read, meet with neighbors and exchange ideas.

Expand the collection of all sorts of materials which will contribute to the knowledge and enjoyment of people of all ages.

Provide special programs for all ages so that they will discover and continue the pleasure of reading and learning

Work with the Newfield Historical Society to collect, preserve and make available to the public historical information about the town of Newfield

Seek to keep the library on a firm financial foundation

Continue to maintain and enhance relationships with the supportive Newfield community

Goal #1 The Newfield Public Library will offer the children of the community a variety of programs to encourage and support their reading.

Objective #1: The trustees & director will offer at least one program annually to introduce the library and library services to early elementary children.

Method #1 - The trustees & director or a committee will continue to hold introductory programs for early elementary and preschool children.

Method #2 - The trustees & director will attend school sponsored programs to promote the library and its services.

Objective #2: The trustees & director will provide a 6-week summer reading program for all children in the community.

Method #1 - The trustees & director will be responsible for implementing the annual summer reading program consistent with New York State guidelines.

Method #2 - The trustees & director will continue to provide a summer reading program for pre-readers.

Method #3 - The trustees & director will enhance the summer reading program for young adult and teen readers.

Objective #3: The trustees & director will apply for grants and funds for programs and services for youth.

Method #1 - The trustees & director will continue to look for low-cost ways to provide programming of interest to community children. Examples include the United Way SRP grant, and Cornell Cooperative Storytime and Programs.

Method #2 - The trustees & director will coordinate with the school and individual teachers to provide resources for research projects, scavenger hunts, access to the archives, etc. Relationships with specific teachers at different grade levels will be cultivated to incorporate usage of NPL as a source of information in the classroom.

Objective #4: The trustees & director will target the young adult/teen population to increase usage of the library by this age group.

Method #1 - The trustees & director will make an effort to provide programming and/or services of interest to youth. Examples include teen book clubs, wifi access, and cooking with teens.

Method #2 - The trustees & director will make an effort to involve community youth as employees and/or volunteers. In addition to traditional roles of shelving books, cleaning and helping with the summer reading program, other possibilities include youth teaching computer skills to adults or presenting topics of interest to other youth.

Goal #2 Newfield Public Library will increase community awareness of its services.

Objective #1: The trustees & director will present information about the library to at least two different community organizations annually.

Method - Explore opportunities with various local sectors and community groups (ex: Bookmobile, Reading to seniors, speaking opportunities at local functions, school events).

Objective #2: The trustees & director will maintain outreach efforts to the media.

Method - Review and ensure publications in which we currently publish articles are relevant. Look at new publications and websites that can help inform the public about the library's services.

Objective # 3: A Newfield Public Library email newsletter will be published and distributed regularly by the director.

Method - Review frequency and email distribution list that is currently used. Post important e-newsletter items on the library website.

Objective #4: The trustees & director will explore ways to promote the library and upcoming programs at local events (ex: senior citizens meetings, Old Home Days, etc.).

Method - Create a portable display board to advertise the library's services, new books, reading groups, etc.

Objective #5: The trustees & director will assess the use of the website and social media.

Method - Create goals and objectives for the website. Survey the library users to find out what they like, would like to see, and where they would like to see it, etc. The website should have clickable links, regularly updated information on meetings, programs, events etc. Assess the efficacy of the library's social media channels in promoting library events, operation hours, and other highlights

Goal #3 The trustees and director will continue their development of the building and property layout for flexible use as public meeting spaces, reading areas and for institutional use (recognizing legal limits on attendance and other code restrictions [See Building Use Policy - attached])

Method # 1 - The trustees and director will establish policies for use of the second floor area (See Building Use Policy). Continual evaluation of space and use needs will be explored and communicated to relevant parties.

Method # 2 - The trustees will provide the library director with adequate private, secure workspace in the second floor area.

Method # 3 - The trustees and director will continually identify and pursue funding sources and community resources in order to accomplish Goal # 3. A working list of needs and estimated cost will be developed collaboratively.

Method # 4 - The trustees and director will perform periodic self-assessment for efficient and desirable building space use.

Goal #4 The library board of trustees will secure sufficient public and private funding for the operation, maintenance, and long-term financial sustainability of the library, in order to provide appropriate service to the community.

Objective #1: The trustees will explore taxing and governmental options (public funds) for secure and stable funding.

Method #1 - The trustees will use a proposition on the school ballot to increase the library taxes raised in order to provide a portion of the library's annual operating costs. *Successful campaigns for school ballot are those that ask for small increases regularly (2-3% annually).*

Action #1: Appropriate public relations will be provided to educate the community about the library's needs.

Action #2: The trustees & director /staff will monitor community sentiment and encourage support of this revenue stream.

Method #2 - The trustees will seek increased funding as needed from the Town of Newfield.

Action #1: The trustees & director will educate town officials about the significant role the library plays in the community.

Action #2: The trustees & director will inform town officials about the library's funding stream and how it affects the library.

Method #3 - The library director & trustees will continue to work with other Tompkins County libraries to advocate for county funding.

Action #1: The library will work with other libraries to educate county officials about the importance of all libraries to the residents of the county.

Action #2: The library director and appropriate trustees and staff will attend meetings and communicate with other libraries in the county to keep abreast of current developments by attending rural Library Director meetings, meetings with the county legislature, etc.

Method #4 - The trustees & director will study recommendations from the Regents Commission for Libraries.

Objective #2: The trustees will explore options other than public funding to fund special projects at the library.

Method #1 - The trustees & director will encourage honorary and memorial gifts, donations and bequests from the community on an annual basis.

Action #1: The trustees & director will distribute information to facilitate gift giving.

Method #2 - The trustees & director will expand their efforts to receive funding from local charitable funds/foundations such as the Community Foundation, and Friends of the Library for special projects.

Method #3 - The trustees and director will investigate other sources such as fund raising campaigns (bake and book sales, letter writing campaign to

Newfield residents) and investments as ways to add additional dollars to the library budget.

Objective #3: The trustees will analyze the library's existing financial position, diversify and allocate the library's investment portfolio as necessary, and apply any pursuant changes as updates to the library's investment policy.

Method #1 - The trustees & director will seek an individual(s) with expertise in nonprofit investment holdings to enable a review of the library's long-term financial position.

Method #2 - The trustees & director will evaluate options to diversify and allocate the library's investments portfolio.

Method #3 - The trustees & director will apply any pursuant changes as updates to the library's investment policy, and put in place a timeline for regular investment policy review.

NOTE: from the Handbook for Library Trustees of New York State, page 30:
"All of these sources can provide important added dollars for the library's budget, but they should always be considered supplemental to tax support.To rely on donations for critical operational expenses such as salaries, building maintenance and utilities is inviting a crisis for the library."

Goal # 5 The Newfield Public Library will provide the community with current, interesting and useful books and reading materials.

Objective # 1: The library director will review, maintain, and upgrade library holdings as funds and space permit on an annual basis and budget accordingly.

Method # 1 - The library director will be guided by information found in Objective # 1 and by professional discretion, e.g. current reference materials, in adding to library holdings as outlined in the policy handbook.

Method # 2 - The library director will maintain and report circulation information on a monthly basis to the trustees.

Goal #6 The Library will provide electronic resources for the community.

Objective #1: The trustees & director will maintain the library's electronic resources and will evaluate and replace computers on a regularly scheduled basis.

Objective #2: The trustees & director will review computer usage policy annually or as requested by the director.

Objective #3: The library will provide access and information about all forms of electronic resources available from the library with the desired outcome of wider circulation of these resources among our patrons and increased demand for more titles to become available.

Objective #4: The trustees & director will employ new technologies to communicate with our patrons about new program offerings, upcoming programs and new holdings at the library.

Goal #7 The trustees will develop a core of volunteers.

Objective #1: The trustees & director will identify specific duties in which volunteers can assist and define volunteers' functions in each activity.

Objective #2: The trustees & director will develop a recruitment strategy for volunteers

Method # 1 - The trustees will post notices indicating the need for volunteers as specific events come about.

Evaluation: The trustees will:

- determine which activities volunteers helped with
- determine if help was beneficial
- determine if sufficient numbers of volunteers are participating or if wider recruitment is needed

Objective #3: The trustees will publicly recognize library supporters and volunteers for their help.

Method # 1 - Recognition of support and volunteer efforts will be acknowledged in a special box in the regular newsletter.

Method #2 - A recognition event will be held annually to thank the library supporters and volunteers for their help.

Evaluation: The trustees & director will:

- Determine how many people attended the recognition ceremony?
- Investigate other methods of recognizing volunteers.

Objective #4: The trustees will investigate the history and feasibility of starting a friends group.

Goal #8 The trustees and director will review and update the organizational structure and procedures of the library.

Objective #1: The trustees and director will continue to explore the feasibility of re-chartering the library in a way consistent with the best interest of the Newfield library and guidelines provided by the state of New York.

Method #1 - The library will communicate with the Finger Lakes Library System concerning developments in directions and guidelines from the state of New York.

Objective #2: The trustees will seek ways to keep salaries and benefits for the library director and staff competitive.

Method #1 - The trustees will seek information from libraries comparable to Newfield and establish a reasonable pay schedule for Newfield Library employees.

Objective #3: The director will review and update short range and long range schedules for the regular maintenance of the library property which includes all office equipment.

Method #1 - Each month the director will address any immediate or short range maintenance needs and take appropriate action.

Method #2 - The trustees will review at least biannually the long range needs concerning maintenance as recommended by the persons designated as having oversight in this area.

POLICY FOR USE OF LIBRARY BUILDING NEWFIELD PUBLIC LIBRARY

1. The library is to be used primarily for programs conducted/sponsored by the Library.
2. Other gatherings should be primarily for groups with educational, cultural or civic purposes.
3. The purpose of a meeting must be consistent with the Newfield Public Library's Mission statement.
4. All meetings are open to the public. No admission may be charged nor may collections be taken for a cause.
5. Sale of items is prohibited except in association with Library approved programs.
6. All requests for use of the building must be made to library staff. Requests will be reviewed and granted on a first come, first served basis.
7. Meetings scheduled for long-term use on a regular basis, i.e. the first Thursday of each month, will be subject to periodic review and approval by the board of trustees.
8. A staff or board member must be present when a meeting takes place. Meetings should not disturb normal library operations.
9. The number attending a meeting may not exceed 49. (Building's limit)
10. Food and beverages may be consumed during meetings and events held in the meeting rooms of the Library. Groups wishing to hold such events or meetings are to schedule them in advance with the Library. Food trash must be removed from the premises by the group promptly after the meeting or event ends. Abuse of this privilege will result in a group no longer being allowed to bring food or beverages into the library. Patrons are prohibited from consuming food or beverages in the library on an individual basis.
11. The second floor Reading Room of the building is open for adults over the age of 18 on Monday through Thursday from 2:00 to 5:00. It is otherwise accessible only when accompanied by library staff, Archives Alive staff or trustee.
12. The meeting room should be left as it was found before the meeting.