

Flower Memorial Library Long Range Plan 2017-2021

BUILDING AND GROUNDS:

Goal: Maximize access to the building

Activity 1: Work with the City to alleviate the parking problem.

- Who's responsible: Library Board, City Engineer, City Manager, Library Director
- Target Finish: 2020
- How to Measure: Additional parking spaces created for Library patrons

Activity 2: Work with the City and owner of Washington Street Properties to widen the driveway.

- Who's responsible: Library Director, Library Board, City Engineer
- Target Finish: 2020
- How to Measure: Solution implemented which permits better traffic flow

Activity 3: Increase signage both inside and outside the library

- Who's responsible: Library Director, Staff, Library Board, City
- Target Finish: 2019
- How to Measure: Better signs so patrons are aware of access points

Goal: Maximize use of the library by providing a facility that is convenient and fulfills the needs of the community.

Activity 1: Utilize Library Space Planning Consultant.

- Who's responsible: Library Board
- Target Finish: 2016
- How to Measure: Library Consultant's report

Activity 2: Prepare a preliminary report with work phases and budget costs

- Who's responsible: Consultant
- Target Finish: 2016
- How to Measure: Library Consultant's report

Activity 3: Prepare a Plan of Action with work phases and budget costs

- Who's responsible: Library Board, Library Director, Staff
- Target Finish: 2017
- How to Measure: Plan created

Activity 4: Develop and execute Phase 1 of the Plan of Action and obtain funding.

- Who's responsible: Library Board, Library Director, Friends, Staff
- Target Finish: 2021
- How to Measure: Areas moved/rooms updated.

Goal: Improve Energy Efficiency of the building.

Activity 1: Replace forty year old metal exterior doors

- Who's responsible: Library Director, City
- Target Finish: 2017
- How to Measure: New doors installed

Activity 2: Replace inefficient and problem prone HVAC system

- Who's responsible: City Engineer, Library Director, Contractor
- Target Finish: 2018
- How to Measure: New HVAC system installed

Activity 3: Replace ten large, historic windows

- Who's responsible: Architect, Library Director, City Engineer
- Target Finish: 2021
- How to Measure: Large historic windows replaced or fitted with storm windows.

Activity 4: Replace existing fluorescent and incandescent bulbs with LED lights

- Who's responsible: Library Staff
- Target Finish: 2021
- How to Measure: All lights are LED.

COLLECTION DEVELOPMENT:

Goal: Adapt the library's collection as needed, recognizing that digital media are an increasing source of recreational and informational content.

Activity 1: Continue to explore new technologies and methods for delivering content, including e-books and downloadable audio and visual products.

- Who's responsible: Library Director, Librarians
- Target Finish: Ongoing
- How to Measure: Items purchased and/or added

Activity 2: Explore ways to improve the collection for the community.

- Who's responsible: Library Director, Librarians
- Target Finish: Ongoing
- How to Measure: Surveys done, items purchased.

Goal: Create an easier system for allowing tweens/middle school aged patrons to find books for their age group, regardless of whether the book is housed in the children's room or the teen room.

Activity 1: Keep an up to date list of recent acquisitions for ages 10-13 on the tween page of the website:

- Who's responsible: Tween Librarian
- Target Finish: Ongoing
- How to Measure: Increased circulation of suggested items

GENEALOGY:

Goal: Increase use of the Genealogy Department

Activity 1: Continue discussions with organizations on how to increase use of technology in the Genealogy Department.

- Who's responsible: Reference Librarian
- Target Finish: Ongoing
- How to Measure: Contacts made and meetings initiated

Activity 2: Research funding sources for digitizing unique records.

- Who's responsible: Genealogy Department, Reference Librarian
- Target Finish: Ongoing
- How to Measure: Funding secured and digitizing project underway

Goal: Ensure that there is adequate staffing for the Genealogy Department

Activity 1: Enlist more Genealogy volunteers

- Who's responsible: Genealogy Department, Reference Librarian
- Target Finish: Ongoing
- How to Measure: Increased number of volunteers and/or volunteer hours.

Activity 2: Create a plan for staffing if volunteers are not available

- Who's responsible: Reference Librarian, Library Director
- Target Finish: 2017
- How to Measure: Plan for staffing created

MARKETING AND OUTREACH

Goal: Increase awareness of the services and programs provided by the library.

Activity 1: Continue to pursue Outreach opportunities and other ways to inform the public regarding library services.

- Who's responsible: Library Director and Librarians
- Target Finish: Ongoing
- How to Measure: More traffic, more circulation, more program attendance

Activity 2: Develop an evaluation instrument for programs to determine how participants find out about our programs and to gather feedback about the quality of programs as well as suggestions for improving programs.

- Who's responsible: Librarians
- Target Finish: 2017
- How to Measure: Instrument developed and used

Activity 3: Promote the library through partnerships with other community organizations.

- Who's responsible: Library Director, Librarians
- Target Finish: Ongoing

- How to Measure: Increase in incidences of cross promotions

PROGRAMMING

Goal: Increase library use and diversify programming offerings to cover all age groups.

Activity 1: Develop specific programs aimed at young professionals, the group least represented by current programming.

- Who's responsible: Adult Services Librarian, ATTAIN lab
- Target Finish: 2018
- How to Measure: Increase in number of programs and attendance for this group.

Activity 2: Increase Outreach to other libraries/community groups via speeches, presentations, etc.

- Who's responsible: Library Director, Librarians
- Target Finish: Ongoing
- How to Measure: Increase in presentation requests

Activity 3: Identify ways to improve and expand programming

- Who's responsible: Library Director, Librarians
- Target Finish: Ongoing
- How to Measure: Increased attendance at programs, increased number of programs.

Activity 4: Increase programming specifically for the tween (10-13) age group to ensure their needs are met from the library and that they will continue returning to the library as they grow.

- Who's responsible: Tween Librarian
- Target Finish: Ongoing
- How to Measure: Increased in number of programs and attendance at programs.

TECHNOLOGY

Goal: Flower Library will provide free computer/Internet access to the community.

Activity 1: Create a line item in the budget (board or city) for replacing hardware in timely manner.

- Who's responsible: Library Board and Library Director
- Target Finish: 2018
- How to Measure: Computer, printer, etc. replacements part of the budget.

Activity 2: Maintain current computers and printers with software needed by the patrons

- Who's Responsible: Library Director, Library Staff and NCLS IT staff
- Target Finish: Ongoing
- How to Measure: Computer usage

Activity 3: Research new technology both hardware and software to improve patron access

- Who's responsible: Librarians and Library Director
- Target Finish: Ongoing
- How to Measure: Patrons find the desired technology at the library.

Activity 4: Pursue grants and alternate funding sources for new technology.

- Who's responsible: Librarians and Library Director
- Target Finish: Ongoing
- How to Measure: Grants received

Goal: Flower Library will work to improve Digital Literacy in our community.

Activity 1: Library Staff will offer technology and digital literacy workshops and one-on-one technical assistance to patrons.

- Who's Responsible: Library Director and Library Staff
- Target Finish: Ongoing
- How to Measure: Number of library patrons attending workshops or trained.

Goal: Flower Library will continue to provide wireless Internet access for our community.

Activity 1: Install, maintain and upgrade equipment that allows wireless Internet access but also separates staff from public access.

- Who's Responsible: Library Director and NCLS IT Staff
- Target Finish: Ongoing
- How to Measure: Number of wireless users

Goal: All public and staff computers at Flower Library will be Windows 10 compliant by December 31, 2019

Activity 1: Create a plan and budget for PC upgrades and replacements.

- Who's Responsible: Library Director and NCLS IT Staff
- Target Finish: July 2017
- How to Measure: Plan created and approved by Library Director and NCLS IT Staff

Activity 2: Ensure the board budget has funds allocated for computer replacements.

- Who's Responsible: Library Director and Library Board
- Target Finish: Ongoing
- How to Measure: Line Item created in Board or City Budget for computer replacement

Activity 3: Replace and upgrade computers

- Who's Responsible: Library Director and NCLS IT Staff
- Target Finish: December 2019
- How to Measure: All staff and public computers will be Windows 10

Goal: Internet Service will have a bandwidth of at least?????

Activity 1: Investigate available Internet options, especially fiber optic lines and E-rate discounts.

- Who's Responsible: Library Director, Library Board and NCLS IT Staff
- Target Finish: July 2018 for Fiber
- How to Measure: Bandwidth measured and meets minimum standards.

TRAINING:

Goal: Ensure staff training is current

Activity 1: Provide current training topics for the All Staff Training day in January with a focus on technology topics.

- Who's responsible: Library Director, Staff
- Target Finish: Ongoing
- How to Measure: Staff is trained in all aspects of serving the public.

Activity 2: Provide opportunities for staff to receive advanced training at NCLS, NNYLN, NYLA or via webinars, etc.

- Who's responsible: Library Director, Librarians, Staff
- Target Finish: Ongoing
- How to Measure: Staff continue to meet or exceed minimum training requirements

Activity 3: Training time is included as part of the staff's regular hours. Mileage will be reimbursed at the state contract price.

- Who's Responsible: Board, Staff
- Target Finish: Ongoing
- How to Measure: Training time will be considered part of staff regular hours. Mileage will be reimbursed.

FUNDING:

Goal: Secure adequate funding for the Library

Activity 1: Discuss alternate funding sources with NCLS

- Who's responsible: Library Board, Library Director, NCLS
- Target Finish: 2017
- How to Measure: Library Board understands funding choices.

Activity 2: Discuss funding with City Officials

- Who's responsible: Library Board, Library Director
- Target Finish: Ongoing
- How to Measure: Increased awareness of funding problems and working together to address funding gaps.

Activity 3: Pursue alternative funding sources

- Who's responsible: Library Board, Friends, Staff
- Target Finish: Ongoing
- How to Measure: Increased library funding

ARTWORK:

Goal: Protect and preserve library artwork

Activity 1: Obtain a current appraisal, provenance and information regarding library artwork

- Who's responsible: Library Director, City, Appraiser
- Target Finish: 2017
- How to Measure: Appraisal report received

Activity 2: Ensure that artwork is insured using up to date appraisal.

- Who's responsible: Library Director, City
- Target Finish: 2017
- How to Measure: Insurance information updated

Activity 3: Research grants, etc. to ensure conservation of the artwork

- Who's responsible: Library Director, Staff
- Target Finish: Ongoing
- How to Measure: Grants received, artwork preserved

Activity 4: Develop a plan to protect artwork from vandalism.

- Who's responsible: Library Board and Library Director
- Target Finish: 2020
- How to Measure: Plan completed and approved

Activity 5: Determine ownership of artwork

- Who's responsible: Library Board, Library Director
- Target Finish: 2019
- How to Measure: Artwork provenance proven

LIBRARY GOVERNANCE:

Goal: Continue to educate the City Manager, Mayor and City Council about library funding and operations.

Activity 1: Cultivate our relationship with the liaison to the City Council.

- Who's responsible: Library Board and Library Director
- Target Finish: Ongoing
- How to Measure: Library Liaison is familiar with library issues

Activity 2: Prepare and present information to City Council.

- Who's responsible: Library Board and Library Director
- Target Finish: 2017
- How to Measure: Library information presented at a City Council work session.