

Flower Memorial Library Long Range Plan 2020-2025

BUILDING AND GROUNDS:

Goal: Maximize physical access to the building

Activity 1: Increase signage both inside and outside the library

- Who's responsible: Library Director, Staff, Library Board, City Staff
- Increased in 2019, now ongoing
- How to Measure: Better signs so patrons are aware of access points and services.

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

- Who's responsible: Library Director, Library Board, City Staff
- Target Finish: 2024
- How to Measure: Solution implemented which permits better traffic flow

Activity 3: Work with the City to alleviate the parking problem.

- Who's responsible: Library Board, City Staff, Library Director
- Target Finish: 2024
- How to Measure: Additional parking spaces created for Library patrons

Goal: Maximize use of the library by providing a facility that is convenient and fulfills the needs of the community to include adequate space, lighting, seating, shelving, public restrooms and power to achieve **Minimum Standards (#8) and Central Library requirements.**

Activity 1: Prepare and update a Plan of Action based on Library Space Planning Consultants findings in conjunction with other library needs. Including work phases and budget costs

- Who's responsible: Library Director, Library Board, Library Staff
- Children's Room plan completed in 2019. Ongoing
- How to Measure: Plan created

Activity 2: Develop and execute phases of the Plan of Action.

- Who's responsible: Library Board, Library Director, Library Staff, City Staff
- Target Finish: 2019-2024
- How to Measure: Areas moved/rooms updated.

Activity 3: Apply for grants to pay for construction in different phases of the Plan of Action.

- Who's responsible: Library Board, Library Director, Library Staff
- Target Finish: 2019-2024
- How to Measure: Areas moved/rooms updated and Construction grants received.

Activity 4: Evaluate seating, lighting, shelving, power and space to ensure it meets minimum standards

- Who's responsible: Library Board, Library Director, Library Staff
- Target Finish: 2019 and yearly thereafter
- How to Measure: Observations, suggestions, surveys

Goal: Improve Energy Efficiency of the building.

Activity 1: Replace floodlights and other energy inefficient lights with LED fixtures

- Who's responsible: Library Board, Library Director, City Staff
- Target Finish: 2022
- How to Measure: Floodlights and other energy inefficient light fixtures replaced

Activity 2: Replace twelve large, historic windows

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

Activity 3: Replace windows on main floor in the new part of the library, create a family floor and replace flooring on main level.

- Who's responsible: Architect, Library Board and Staff, City Staff
- Target Finish: 2023
- How to Measure: Windows replaced. Family Floor created.

Activity 4: Replace windows on top floor in the new part of the library

- Who's responsible: Architect, Library Board and Staff, City Staff
- Target Finish: 2025
- How to Measure: Windows replaced.

Activity 5: Replace fifteen small casement historic windows

- Who's responsible: Architect, Library Board and Staff, City Staff
- Target Finish: 2025
- How to Measure: Historic casement windows replaced.

CENTRAL LIBRARY – From NCLS Central Library Plan of Service

Goal: Expand and Improve Reference and Information Services offered to Member Libraries and Patrons.

Activity 1: Publicize reference services provided by Central Library programs.

- Who's responsible: Library Board, Library Staff
- Target Finish: Ongoing
- How to Measure: reference questions answered, publicity created (eg. CL Newsletter).

Activity 2: Promote the use of webpage/fax/phone/email/in person methods for submitting reference questions.

- Who's responsible: Library Board, Library Staff
- Target Finish: Ongoing
- How to Measure: reference questions answered, publicity created

Activity 3: Evaluate and make suggestions for purchase of databases that would enhance reference services.

- Who's responsible: Library Director, Librarians
- Target Finish: Ongoing
- How to Measure: Attendance at CLAC meetings, databases reviewed.

Activity 4: Create instructional aids, **online tutorials** and offer courses in database instruction and any other system resources that will benefit the libraries or patrons.

- Who's responsible: Library Director, Librarians
- Target Finish: Ongoing
- How to Measure: Documentation created, classes offered

Goal: Maintain and Add to Central Library Collection

Activity 1: Purchase adult nonfiction materials for the entire library system, including core collection items, and items requested by any libraries in the system using library requests, review sources, circulation, etc as criteria for purchase.

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

Activity 2: Weed Central Library collections based on space concerns, importance to the collection, circulation and condition.

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

Goal: Support and Facilitate Lending Between Member Libraries

Activity 1: Ensure that all Central Library materials are easily accessible to all members of the system including physical access through adequate stacks and access via Interlibrary loan.

- Who's responsible: Library Director, Interlibrary loan staff and other library staff
- Target Finish: Ongoing
- How to Measure: Items sent via Interlibrary loan. Stacks maintained.

COLLECTION DEVELOPMENT - GENERAL

Goal: Maintain and Add to Other Collections

Activity 1: Purchase materials, including core collection items, and items requested by any libraries in the system using library requests, review sources, circulation, etc as criteria for purchase.

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

Activity 2: Ensure that all materials are easily accessible to all members of the system including physical access through adequate stacks and access via Interlibrary loan.

- Who's responsible: Library Director, Library Staff
- Target Finish: Ongoing
- How to Measure: Items sent via Interlibrary loan

Activity 3: Weed collections based on space concerns, importance to the collection, circulation and condition.

- Who's responsible: Library Director, Library Staff
- Target Finish: Ongoing
- How to Measure: Items weeded and/or replaced.

Goal: Adapt the library's entire 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, Library Staff
- Target Finish: Ongoing
- How to Measure: Items purchased and/or added

Activity 2: Explore ways to improve the collection for the community including surveys, online requests, etc.

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

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: Library Director, Reference Librarians, Genealogy Department Staff
- Target Finish: Ongoing
- How to Measure: Contacts made and meetings initiated

Activity 2: Research funding sources for digitizing unique records.

- Who's responsible: Library Director, Reference Librarians, Genealogy Department Staff
- 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: Library Director, Reference Librarians, Genealogy Department Staff
- 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: Library Director, Reference Librarians
- Target Finish: 2021
- How to Measure: Plan for staffing created

MARKETING AND OUTREACH

Goal: Provide a board- approved, written annual report to the community detailing the library's progress in meeting its mission, goals and objectives to meet **Minimum Standard #3.**

Activity 1: At the end of each fiscal year, prepare and distribute the board approved Annual Report to the Community with access online and in print.

- Who's responsible: Library Board, Library Director and Library Staff
- Target Finish: Yearly at the end of the fiscal year
- How to Measure: Report to the Community available in print and online. Copies mailed to local organizations, city officials, etc.

Goal: Increase awareness of the services and programs provided by the library in order to create and maintain partnerships with other educational, cultural or community organizations. **Minimum Standard #14.**

Activity 1: Continue to pursue Outreach opportunities with local organizations and cultural and educational institutions to inform the public regarding library services.

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

Activity 2: Develop surveys 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: Library Director, Librarians
- Target Finish: Ongoing as needed
- How to Measure: Surveys developed, distributed and information analyzed.

Activity 3: Promote library awareness using Facebook and other social media postings.

- Who's responsible: Library Director, Library Staff
- Target Finish: Ongoing
- How to Measure: Likes, sharing, etc.

PROGRAMMING

Goal: Increase library use and diversify programming offerings to cover all age groups, and represent community needs as required by **Minimum Standard #9 and #6.**

Activity 1: Identify community needs using a variety of resources including surveys, census information, and information obtained from community partners.

- Who's responsible: Library Director, Library Staff

- Target Finish: Ongoing
- How to Measure: Results of surveys and programs created or modified based on community needs

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

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

Activity 3: Develop virtual programming for book clubs, craft times and other programs.

- Who's responsible: Library Director, Library Staff
- Target Finish: Ongoing
- How to Measure: Number of virtual programs developed and attendance

Activity 4: Identify ways to improve and expand programming

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

TECHNOLOGY

Goal: Maintain a website that provides public access to services and information about the library.

Minimum Standard #11

Activity 1: Maintain a current list of programs and services available to the public on the website.

- Who's responsible: Library Director, Library Staff
- Target Finish: Ongoing
- How to Measure: Website hits measured. Website updated weekly or daily if necessary.

Activity 2: Maintain local governance information on the webpage including library bylaws, long range plan, board minutes, policies, budget, annual report to the community, list of board members, etc.

- Who's responsible: Library Director, Library Staff
- Target Finish: Ongoing
- How to Measure: Website hits measured. Website updated weekly or daily if necessary.

Goal: Maintain a facility that addresses community needs for power and data infrastructure. Minimum Standard #8

Activity 1: Periodically review the community needs for power and data including wireless access.

- Who's responsible: Library Director, NCLS IT, Library Staff
- Target Finish: Ongoing
- How to Measure: Surveys, suggestions, observations.

Activity 2: Address gaps in power and data availability including wireless access, bandwidth and location of power

- Who's responsible: Library Director, NCLS IT, Library Staff
- Target Finish: Ongoing

- How to Measure: Number of wireless sessions. Bandwidth meets minimum standards. Patrons have access on every level of the library.

Goal: Provide Free Computer/Internet access to the community.

Activity 1: 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 2: Research new technology, both hardware and software to improve patron access

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

Activity 3: Pursue grants and alternate funding sources for new technology.

- Who's responsible: Library Director, Library Staff and NCLS IT Staff
- 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 **both in person and virtually** and one-on-one technical assistance to patrons.

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

Goal: Protect computers and server infrastructure from viruses, hackers, ransomware, etc.

Activity 1: Ensure computer antivirus software is up to date

- Who's Responsible: Library Staff
- Target Finish: Ongoing
- How to Measure: Antivirus software purchased as needed and updated monthly

Activity 2: Work with NCLS and other vendors to identify potential threats and best practices

- Who's Responsible: Library Director, NCLS IT Staff
- Target Finish: Ongoing
- How to Measure: Training classes

Goal: Flower Library will provide and use a circulation system that facilitates access to the local library collection and other library catalogs. **Minimum Standard #10**

Activity 1: Library Staff will maintain up to date equipment, technology and internet connectivity for library catalogs, and other library equipment used by the circulation system and library patrons.

- Who's Responsible: Library Director, Library Staff and NCLS Staff

- Target Finish: Ongoing
- How to Measure: Patrons will have access to catalogs, self checks, etc

TRAINING:

Goal: Ensure staff training is current. Minimum standard #13

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

- Who's responsible: Library Director, Library 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, ARSL, PLA or via webinars, etc.

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

FUNDING:

Goal: Annually prepare and publish a board approved written budget to meet Minimum Standard #5

Activity 1: Review expenses and plans to create a yearly board budget which is approved by the board and published in print and available online.

- Who's Responsible: Library Director, Library Board, Library Staff
- Target Finish: Yearly
- How to Measure: Budget prepared, discussed, approved and made available.

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: Ongoing
- 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: Develop a five and ten year plan to secure adequate funding

- Who's responsible: Library Board, Friends, Staff
- Target Finish: 2021 and reviewed annually
- How to Measure: Plan developed

ARTWORK:

Goal: Protect and preserve library artwork

Activity 1: Develop a conservation plan for artwork

- Who's responsible: Library Director, Library Staff
- Target Finish: 2021
- How to Measure: Grants received, artwork preserved

Activity 2: Research grants, etc. to ensure conservation of the artwork

- Who's responsible: Library Director, Library Staff
- Target Finish: 2021 and Ongoing
- How to Measure: Grants received, artwork preserved

Activity 3: Develop a plan to protect artwork from vandalism

- Who's responsible: Library Board and Library Director
- Target Finish: 2022
- How to Measure: Plan completed and approved

Activity 4: Determine ownership of artwork

- Who's responsible: Library Board, Library Director, City Officials
- Target Finish: 2023
- How to Measure: Artwork provenance proven

LIBRARY GOVERNANCE:

Goal: Ensure that library policies meet community needs and are kept current. **Minimum Standard #4**

Activity 1: Review, update and approve library policies as needed at least every 5 years.

- Who's responsible: Library Board and Library Director
- Target Finish: Ongoing
- How to Measure: Approved policies are less than 5 years old.

Goal: Ensure that library bylaws are reviewed and approved to meet **Minimum Standard #1**

Activity 1: Review, update and approve each library bylaws as needed at least every 5 years.

- Who's responsible: Library Board and Library Staff
- Target Finish: Ongoing
- How to Measure: Approved bylaws are less than 5 years old.

Goal: Ensure that library's Long Range Plan meets the community needs and is kept current. Minimum Standard #2

Activity 1: Review, update and approve each Long Range Plan as needed at least every 5 years.

- Who's responsible: Library Board and Library Staff
- Target Finish: Ongoing
- How to Measure: Approved long range plan is current and available to the public in print and online.

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: Ongoing as needed
- How to Measure: Library information presented at a City Council work session.

Goal: Ensure staff and public safety.

Activity 1: Develop and Maintain an Emergency Plan for short term and long term library closures

- Who's responsible: Library Board and Library Director
- Target Finish: Ongoing
- How to Measure: Emergency Plan created and reviewed yearly

Activity 2: Perform Monthly Safety Inspections

- Who's responsible: Library Staff and Security Personnel
- Target Finish: Ongoing
- How to Measure: Complete inspection paperwork

Activity 3: Maintain Supplies of PPE and other Emergency Supplies

- Who's responsible: Library Staff
- Target Finish: Ongoing
- How to Measure: Supplies maintained