

Stillwater Public Library

2021 Planning Committee: Linda Tracy, Tom Boucher, Mary Herlt

Process:

This plan has taken two years to complete due to meeting restrictions caused by the pandemic. The library worked with Paul Mays of Butler, Rowland, and Mays Architects, LLC to survey the public in May of 2019.

Mission:

The Stillwater Public Library's Mission is to provide educational, informational, and recreational resources to patrons of all ages, cultural, and economic backgrounds. The library is committed to protecting intellectual freedom, promoting lifelong learning, and providing materials and resources that accomplish these objectives.

Vision:

The Stillwater Public Library will play an essential role in the intellectual, recreational, and creative lives of our community. We will excel in providing access to entertaining and educational resources; providing high quality, innovative services; playing a key role in introducing young families to the world of libraries; being a guide through the world of technology; and creating a welcoming and comfortable physical environment. We will do all of this through continued growth, expanding our space, and by finding ways to continuously improve.

Values:

Stillwater Public Library's will bring a high level of courteous customer service to every person who needs it with resourcefulness, discretion, and efficiency. We develop relationships by providing needed information and access to materials, putting the patron first at all times.

Goal: Provide exemplary service to the community of Stillwater, NY.		
Objective 1: Maintain an operating schedule to meet the needs of the community members.		
1 year	2-3 years	4-5 years
Develop, distribute, and review surveys of the public. Present surveys both online and in house, ensuring a question regarding the library schedule is included.	Adjust schedule as needed with any changes beginning in September of the given year.	Re-evaluate operating schedule every five years with a public survey, both online and in-house.
<i>Planning Committee and Director</i>	<i>Planning Committee, Director, Board Action</i>	<i>Planning Committee, Director, Board Action</i>
Objective 2: Develop and maintain a collection of materials to meet the needs of our community		
1 year	2-3 years	4-5 years
Expand access to ebooks, gather information on adding music and magazines to download options for Stillwater; continue to monitor trends in circulation.	Budget request and grant search for adult and children non-fiction collection update in 2023-2024.	Annual review of all materials checked out by our patrons versus ILL, identify any trends in requests from other libraries, monitor satisfaction through verbal conversations with patrons and statistical analysis.
<i>Director</i>	<i>Director, Assistant, Board Action</i>	<i>Director, all staff</i>
Objective 3: Meet and exceed the programming needs of our community		
1 year	2-3 years	2017-2021
Assess current offerings and match to demographic, outline effective programming for children aged 8-12, research parenting workshops.	Develop a plan of programming to meet the desires of the community, request appropriate funds, institute programming humanities, at least one more adult program in the morning, podcast for book reviews.	Evaluate anticipated goals of each program, assess patron satisfaction with mini surveys, partner with 3 local organizations, at least 3 times a year.
<i>Director, Assistant</i>	<i>Director, Assistant</i>	<i>Director</i>
Goal: Increase awareness of library services and programs.		

Objective 1: Introduce neighbors to library services through promotions both online and in print		
1 year	2-3 years	4-5 years
Maintain schedule for current practices to include press releases to the local newspaper, social media, bulletin boards, and circulars.	Research and try new forms of communication with school district residents; maintain creative bulletin board at the local community center.	Track trends in social media on an on-going basis, adjust accordingly, seek new avenues for information distribution.
Director	Director	Director
Objective 2: Introduce neighbors to library services through outreach and participation in local events		
1 year	2-3 years	4-5 years
Continued presence at SCSD Open Houses; continue organizing and promoting the Stillwater Fall Festival; public meeting updates regarding building project on a bi-monthly basis	Plan for a consistent library plan of action for participation in these events to minimize preparatory work required. Find 2-3 groups to use new community room for meetings on a regular basis.	Evaluate effectiveness of all library participation through mini surveys, usefulness of materials distributed using circulation statistics, discover new paths and materials if applicable.
Director and/or staff	Director and/or staff	Director and staff
Goal: Foster and maintain a close relationship with organizations servicing the community as we do.		
Objective 1: Increase collaboration opportunities with the people and organizations in the community.		
1 year	2-3 years	4-5 years
Maintain coordination of the Stillwater Fall Festival, increase participation, dedicate \$500 of programming budget to program of choice.	Develop a clear means of promoting all Stillwater related events online and in print.	Find at least one additional local event per year for library participation with a focus of supporting the other organization.
Director and/or staff	Director, Board Action if needed	Director
Objective 2: Develop a plan of mutual support with local libraries and friends groups.		
1 year	2-3 years	4-5 years
Assistant the Friends of the Library with recruitment, participation, and marketing to facilitate volunteerism.	Survey neighboring libraries for their perceived strengths and weaknesses in terms of programming and services.	Develop an arrangement with neighboring libraries to share strengths and support weaknesses.
Director and staff	Director	Director
Objective 3: Develop and maintain rapport with the SCSD to support the required summer reading for the school aged children.		
1 year	2-3 years	4-5 years
Reach out to School Media Specialist at Stillwater Central School for reading lists and assistance library can provide.	Evaluation of efforts, include the Elementary School as well to ensure cohesiveness with their goals.	Evaluation of efforts, adjust as needed.
Director and/or staff	Director and/or staff	Director and/or staff
Goal: Develop working plans for the Library Board committees to accent library services through procedure and policy		
Objective 1: Personnel/Policy committee will review and maintain the needed staffing for library goals.		
1 year	2-3 years	4-5 years
Ask Director for current staffing needs/wants within parameters of survey results and Plan of Service suggestions.	Coordinate any large changes in service with change in personnel as needed. Discussions to be held in January each year.	Conduct annual reviews of Director using the Plan of Service as an evaluation tool, review Director's staffing reviews.
Personnel/Policy Committee and Director	Personnel/Policy Committee and Director	Personnel/Policy Committee and Director
Objective 2: Personnel/Policy Committee will review and process all policies, procedures, and forms are up to date and relevant		

1 year	2-3 years	4-5 years
Review all policies as recommended by the attorney and recommend any changes and/or acceptance to the Board.	Develop procedures from each policy to ensure best practices and uniformity. Annually review current policies in February for effectiveness.	Develop forms to track issues and items related to the policies and procedures in place.
<i>Personnel/Policy Committee and Director, Board Action</i>	<i>Personnel/Policy Committee and Director, Board Action</i>	<i>Personnel/Policy Committee and Director, Board Action</i>
Objective 3: Planning committee will consistently review and process the Plan of Service for the entire library		
1 year	2-3 years	4-5 years
Develop, distribute, and review surveys of the public. Present surveys both online and in house, ensuring a question regarding the library schedule is included. Collect public input on building progress to include any solutions needed in the coming Plan of Service.	Hold public Focus Groups every five years to maintain transparency, to collect needed information, and to evaluate/develop long range plans of the library. April - Focus Groups, May - evaluation of results, June - Plan of Service approval.	Evaluate surveys, compile results, create a five-year Plan of Service module to guide the Board of Trustees and Library Director.
<i>Committee with Director</i>	<i>Committee with Director, Board Action</i>	<i>Planning Committee, Director, Board Action</i>
Objective 4: Financial Committee will maintain a transparent and effective fiscal environment for the library		
1 year	2-3 years	2017-2021
Annually maintain transparency through proper reporting, audits, and budget creation.	Create timeline to develop coming year's budget, improve accounting software for these purposes.	Evaluation of efforts, adjust as needed.
<i>Finance Committee, Treasurer, and Director</i>	<i>Finance Committee, Treasurer, and Director</i>	<i>Finance Committee, Treasurer, and Director</i>
Objective 5: Building and Grounds committee will work with the construction crew to ensure all library needs are met during and after renovation.		
1 year	2-3 years	4-5 years
Meetings to be held once a month with architect and construction manger to ensure efficient use of tax dollars during the renovation of the fiber mill.	Continue public meetings as renovation of the new space occurs. Meet monthly for updates and discussion of progress through Director's weekly construction meetings.	Investigate green options for possible upgrades in the coming plan of service.
	<i>Building and Grounds Committee and Director</i>	<i>Building and Grounds Committee and Director</i>
Objective 6: Building and Grounds committee will maintain adequate safety and access for our building		
1 year	2-3 years	4-5 years
Review and maintenance of safety sandards in current building.	Contract with companies providing required services for the new facility to ensure compliance with NYS standards.	Develop list of any safety concerns to address in the coming plan of service through a safety standard audit.
<i>Building and Grounds Committee, Director</i>	<i>Building and Grounds Committee and Director, Board Action</i>	<i>Building and Grounds Committee and Director</i>
Objective 7: Trustees will train on annual basis as per NYS regulations		
1 year	2-3 years	4-5 years
Find quickest path to hitting the minimum trustee educaiton mandate by the end of the year.	Develop a more interesting and useful means of trustee continuing education that appeals to all or most. Develop a tracking system with annual reports for State Report. Develop a steady form of introduction for all new or returning trustees.	Maintenance of schedule and continued search for new ideas in educaitonal training.
<i>Trustee Education Committee, Board Action</i>	<i>Trustee Education Committee, Director, Board Action</i>	<i>Trustee Education Committee</i>
Goal: Provide technological devices and expertise for the community.		
Objective 1: Maintain timeline of product replacement inline with the technologies available through SALS Joint Automation.		

1 year	2-3 years	4-5 years
Request acceptable timeframe for current units to be replaced.	Purchase Chrome books, or suitable replacement as used by the school, for use in the Teen section.	Establish a quiet area for all computer use, maintain replacement schedule, investigate new technologies on a continuing basis.
Director, SALS	Director, Board Action	Director
Objective 2: Maintain high level of staff continuing education opportunities as new technologies emerge		
1 year	2-3 years	4-5 years
Develop list of current technologies where skills are lacking, investigate emerging technologies where we should be prepared.	Require all staff to participate in continuing education opportunities and track completion.	Require a given amount of computer skills and social media awareness moving forward, and provide training during probationary period with expected level of expertise to move forward with permanent employment.
Director	Personnel Committee, Director	Personnel Committee, Director

Reviews will be performed on annual basis in December for adjustment prior to January of the incoming year.