

Stillwater Public Library

2017 Planning Committee: Joan Allen, Tina Pamper, Meghan Stevens

Process:

Initial plan was developed by the Planning Committee and Library Director with the intention to begin the year with a public, staff, trustee, and committee survey in year one. The timeframe shall be broken down into 1 year, 3 year, and 5 year segments. *Public Focus groups were held in June 2016 and added to information gathered from staff and trustees in March 2017 to finalize this plan.*

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:

Our library consistently encourages diversity, self improvement, excellence, and volunteerism.

| Goal: Provide exemplary service to the community of Stillwater, NY. | | |
|---|---|---|
| 2017 | 2017-2019 | 2017-2021 |
| Objective 1: Maintain an operating schedule to meet the needs of the community members. | | |
| 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 | | |
| 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. | Expand contribution to Overdrive for access to ebooks, gather information on adding music to the download options for Stillwater. | Assess collection annually using statistics from Polaris system, begin budget requests for non-fiction title overhaul from 2020-2021. |
| <i>Director and all staff</i> | <i>Director, Board Action</i> | <i>Director</i> |
| Objective 3: Meet and exceed the programming needs of our community | | |
| Assess current offerings and match to demographic, institute STEM based subscription to science projects delivered to the library every month by September 2017. | Develop a plan of programming to meet the desires of the community, request appropriate funds, institute programming for after school time slot with all ages, at least one more adult program in the morning, create teen panel. | 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 and Children's Programmer</i> | <i>Director and Children's Programmer</i> | <i>Director and Children's Programmer</i> |
| Goal: Increase awareness of library services and programs. | | |
| Objective 1: Introduce neighbors to library services through promotions both online and in print | | |
| Establish a time frame for current practices to include press releases to the local newspaper, social media, bulletin boards, and circulars. | Create a definitive timeline for promotions, schedule for social media posts, best practices for engagement with audience. Develop a more creative bulletin board system at the local community center. | Track trends in social media on an on-going basis, adjust accordingly, seek new avenues for information distribution. |
| <i>Director</i> | <i>Director</i> | <i>Director</i> |
| Objective 2: Introduce neighbors to library services through outreach and participation in local events | | |
| Continued presence at SCSD Open House, Stillwater Family Day, and Stillwater Fall Festival. | Plan for a consistent library plan of action for participation in these events to minimize preparatory work required. Add 1 new event to participate in. | Evaluate effectiveness of all library participation through mini surveys, usefulness of materials distributed using circulation statistics, discover new paths and materials if applicable. |
| <i>Director and/or staff</i> | <i>Director and/or staff</i> | <i>Director and staff</i> |
| 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. | | |
| Maintain coordination of the Stillwater Fall Festival, increase participation, dedicate \$500 of programming budget to program of choice. | Institute a Stillwater Fall Festival Committee with all interested parties. Evaluate if the \$500 budget is sufficient based on the number of attendees, and effective service. | Evaluate the life span of the Fall Festival, seek a more formal solution to participation, registration, etc with organization members by September 2021. |
| <i>Director and/or staff</i> | <i>Director, Board Action if needed</i> | <i>Director</i> |
| Objective 2: Develop a plan of mutual support with local community organizations and libraries | | |
| Assist 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. |
| <i>Director and staff</i> | <i>Director</i> | <i>Director</i> |
| Objective 3: Develop and maintain rapport with the SCSD to support the required summer reading for the school aged children. | | |
| 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. |
| <i>Director and/or staff</i> | <i>Children's Programmer</i> | <i>Director and Children's Programmer</i> |
| Goal: Develop working plans for the Library Board committees to accent library services through procedure and policy | | |
| Objective 1: Personnel committee will review and maintain the needed staffing for library goals. | | |
| 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. |
| <i>Personnel Committee and Director</i> | <i>Personnel Committee and Director</i> | <i>Personnel Committee and Director</i> |
| Objective 2: Policy Committee will review and process all policies, procedures, and forms are up to date and relevant | | |
| 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>Policy Committee and Director, Board Action</i> | <i>Policy Committee and Director, Board Action</i> | <i>Policy Committee and Director, Board Action</i> |
| Objective 3: Planning committee will consistently review and process the Plan of Service for the entire library | | |
| Develop, distribute, and review surveys of the public. Present surveys both online and in house, ensuring a question regarding the library schedule is included. | Evaluate surveys, compile results, create a one, three, and five-year Plan of Service module to guide the Board of Trustees and Library Director. | 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. |
| <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 | | |
| 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 maintain adequate physical space for all library services. | | |
| Collect information to identify physical space needs of the library staff to provide adequate services and collections for use. Include "wish list" question in the survey for the public. | Evaluate current plans of the library building and develop a concise plan of action and financial needs to accomplish these tasks. Special meeting to discuss options by December of 2019. | Assess progress on goal completion and adjust accordingly, seek grants for construction, follow up on all ideas and options by December of 2021 ensuring timeline is firm. |
| <i>Building and Grounds Committee and Director</i> | <i>Building and Grounds Committee and Director, Board Action</i> | <i>Building and Grounds Committee and Director</i> |
| Objective 6: Building and Grounds committee will maintain adequate safety and access for our current building | | |
| Expansion of the parking lot and evaluate requirements for safety of patrons. Take action as needed. | Contract with companies providing the services required. | Assess progress on goal completion and adjust accordingly - requires an annual discussion in January. |
| <i>Building and Grounds Committee, Director, Board Action</i> | <i>Building and Grounds Committee and Director, Board Action</i> | <i>Building and Grounds Committee and Director</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. | | |
| Request acceptable timeframe for current units to be replaced. | Switch the Teen section to touch screen all-in-one computer units. Create a charging station for all forms of mobile communication. | Establish a quiet area for all computer use, maintain replacement schedule, investigate new technologies on a continuing basis. |
| <i>Director, SALS</i> | <i>Director, Board Action</i> | <i>Director</i> |
| Objective 2: Maintain high level of staff continuing education opportunities as new technologies emerge | | |
| 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 through Webjunction by the close of 2019, 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. |
| <i>Director</i> | <i>Personnel Committee, Director, Board Action</i> | <i>Personnel Committee, Director, Board Action</i> |

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