The Seneca Falls Library Long Range Plan

2022-2027

The Seneca Falls Library's patron-driven 2022-2027 long range plan is strategic, relevant, and forward-thinking. Based on current use, demographics, input from the community, staff experience and research, we better understand how our patrons use the library and what they want from us. We also have developed a better understanding of how our community views the library and the needed steps to create new relationships and maintain our current bond with the community. As a staff we will take inspiration from the words of Sidney Sheldon:

"Libraries store the energy that fuels the imagination. They open up windows to the world and inspire us to explore and achieve, and contribute to improving our quality of life."

Library Mission Statement

The mission of the Seneca Falls Library is to serve the community's educational, informational and leisure needs through the provision of literary materials, programs, meeting venues and multimedia services.

Vision Statement

To be a major contributor to the intellectual growth, cultural vibrancy, leisure opportunities, and well-being of our community.

Core Values – Learning and beyond.

- Welcoming Environment with Exceptional Library Services
- Committed to Intellectual Freedom & Access for All
- Programming
- Technology
- Community Partnerships

Welcoming Environment – We are committed to being safe and welcoming. Our policies and practices ensure safety for the public and the staff, provide exceptional patron service, and provide a comfortable, inclusive place to gather, interact and discover. We are committed to providing prompt, objective, confidential, and knowledgeable responses to requests for assistance.

Committed to Intellectual Freedom & Access for All – We are committed to intellectual freedom and the need for the library collection to represent many points of view. Individuals are responsible for making their own choices regarding appropriateness of materials, and parents/guardians are responsible for the choices made for their children. Children are defined

here as ages 0-17. We serve all users fairly and equitably, and are committed to making our facility user friendly. We are committed to providing basic library services at no charge, though some optional services may carry a fee.

Programming – We will offer educational and entertaining programs for all age groups and provide greater opportunities for continued learning and enjoyment.

Technology – Ensure the resident of Seneca Falls have access to established and emerging information technologies as well as opportunities to achieve technological literacy.

Community Partnerships – The Seneca Falls Library will strengthen community partnership with local schools, organizations, government, business and the community at large to establish lifelong learning opportunities for the benefit of the community.

We live out these values by following:

- We champion collaboration internally and by working together with community partners to meet goals and develop positive relationships, while maintaining open communication.
- We embrace creativity by being innovative; open to new ideas, and willing to try new things.
- We engage in the community by creating robust programming experiences, by harnessing community talents and resources and supporting opportunities for individuals to connect through our welcoming space and programs.
- We care about each other, our patrons, the community and what we do.

Long Range Plan Component Definitions:

- Mission Statement: A concise declaration of purpose of an organization
- Vision Statement: A brief statement that defines where the organization wants to be in the future.
- Core Values: The values that define, inform, and guide an organization. They are the underpinning of the organization's ethos.
- Goals: Broad statements describing desirable end results toward which an organization will work over the long term.
- Objectives: Specific measurable statements of results to be achieved to implement a goal.
- Action plan: A statement of the steps that need to be taken to achieve a particular objective.

Goals & Objectives:

Goal #1: Maintain and enhance our collections with an emphasis on reading materials and programming services.

The core of our mission is providing information to people through broad and deep collections that are representative of a wide-range of thought, beliefs and knowledge in various subjects. We provide professional information services by staff through the internet, email, phone, in libraries and emerging technologies.

Objective: Continually evaluate print, AV, and digital collections to determine usefulness, timeliness, accuracy and other criteria for keeping, adding to or withdrawing from the collection.

We will:

- Develop and maintain collections to provide current items that are in high demand and to collect a variety of materials in multiple formats.
- Annually monitor circulation and interlibrary loan ("ILL") reports for user trends.
- Provide reference services to assist in accessing resources and services.
- Maximize lending and use of the collection.
- Work to identify organizations that could benefit from the use of an organization library account.
- Maximize public service hours to provide the highest level of access to services possible.
- Investigate possible changes to the library's current schedule via patron feedback and interactions.

Actions:

- Continue to add and remove titles from the collection.
- Increase the number of eBook, eMedia & eResource borrows based on patron use.
- Shift the Non-Fiction collection to create a better patron experience.
- Investigate online magazine options and decrease our magazine collection.
- Investigate online film options.
- Add more Wonderbooks to our collection as they come available.
- Replace out of date titles that contain misinformation.
- Investigate the creation of a library of things for check-out.
- Continue to add technologies to the library MakerSpace collection.

Goal #2: Provide 21st century literacies

Today's society requires enhanced skills to thrive in an increasingly information based culture. Supportive programming that targets early childhood, financial, health, and social/cultural literacies will better equip children and adult learners with the tools they need to succeed.

Objective: The Seneca Falls Library will continue to partner with our local school districts to get both parents and children welcome materials, and register children for their first library card. In addition to this we will continue to partner with the Office of the Aging and Seneca County Literacy Volunteers to provide opportunities for financial literacy, ESL, and health care literacy.

We will:

- Prioritize early literacy services to develop lifelong readers and prepare children for school. The library provides programs, services and space designed to ensure children will enter school prepared to learn to read and continue being successful readers throughout their lives.
- Strengthen school age services to encourage reading through innovative and exciting programming for school age children.
- Continue to meet formally with the Seneca County Literacy Volunteers to discuss what services the community would like the library to develop.
- Continue to partner with the Seneca County Office of the Aging and Workforce Development to provide programming and ESL opportunities.
- Provide information literacy skills so patrons can search for, locate, evaluate and effectively use information to resolve an issue or answer a question.
- Make relevant information available to patrons through a variety of channels and formats.
- Provide financial literacy resources to give people the knowledge and tools to make informed and sound financial decisions.
- Provide health literacy resources to empower people in their personal health management.
- Promote online learning through library resources to support the improvement of school outcomes through increased library use by school age users and adult learners.

Actions:

- Create a marketing plan to assist in increasing the visibility of online library resources.
- Expand our online programming.
- Build a robust adult and teen services program.

Goal #3: Provide sufficient access to technology resources and work towards digital inclusion.

Seneca Falls Library provides computer skills education and access to digital resources. An increasingly digitized world requires new knowledge, practice and access to technology. The library is positioned to provide a broad spectrum of hardware and software support for increasing digital literacies. It is also ideally positioned to develop digital literacy skills that are critical for today's society.

Objective: Promote digital inclusion to ensure that our community is aware of and has access to the wealth of information available through the internet. Continue to maintain a network of public computers that meets essential technology needs of our patrons. Continue to maintain a WIFI network for 24 hour patron use.

We will:

- Discuss possible changes to the current computer use policy as needed, at the library to reduce barriers to computer access.
- Continue technology assistance to provide equal opportunities for basic computer skills.

- Continue to partner with multiple community members and agencies to provide quality programming and computer classes, including workforce development and the Office of the Aging.
- Continue to provide one on one tutoring for patrons through teen tech tutors and other volunteer avenues.
- Invest in infrastructure to ensure robust and technology-rich library environments.
- Continue technology programming to engage adolescents, teens and adults in technology based learning opportunities.
- Investigate avenues and partnerships to develop new technology programming.
- Continue to provide Chromebooks and other devices for check out.

Actions:

- Purchase more Chromebooks.
- Purchase updated computers as needed for better patron experience.
- Create a wireless printing option for patrons.
- Redesign the Library website for enhanced patron use.

Goal #4: Engage the community and work with local leaders to support the library's mission.

The Seneca Falls Library will work to bring services to neighborhoods by engaging with residents, neighbors and the community. The library will continue to establish itself as a community stakeholder and knowledge bank for community initiatives.

Objective: The Seneca Falls Library will strengthen community partnerships with local schools, organizations, government, businesses and the community at large to establish life-long learning opportunities for the collective benefit of the community.

We will:

- Support community engagement activities and Board of Trustee participation to establish the Seneca Falls Library as a valued resource.
- Connect the community by introducing patrons to a wide variety of resources and activities provided by agencies, organizations and individuals throughout the community through the use of our social media outlets and physical spaces.
- Work with local schools to introduce shared digital resources and increase access to our eBook and digital media services.
- Continue our volunteer corps, expand the capacity of staff and strengthen community support.
- Continuing working with the volunteers and Friends of the Seneca Falls Library to create a group that can advocate for the library and share information on the library's resources, services and programs.
- Increase library usage through partnership development to build awareness of library services and meet the needs of the community.
- Work to market the library to new community members, businesses and organizations to increase awareness of the library.

- Improve online library resources and introduce those resources to the user community.
- Offer cultural and educational programs to provide individuals with social opportunities.

Actions:

- Create more enhanced social media experiences for patrons.
- Serve on FLLS committees.
- Create an annual fundraiser, such as Harvest Fest to give the patrons and businesses in the area an opportunity to come together.

Goal #5: Recognize staff contributions and provide avenues for professional development.

We will work to provide our staff with the resources and education that they need to fulfill the mission of the Seneca Falls Library and to give them the means to provide quality resources, services and programs to the Seneca Falls community.

Objective: Continue to develop a work environment that supports continuing education and ongoing learning to increase our employee's productivity in their respective positions.

We will:

- Develop an environment that ensures that the work-life balance of our employees is allowing our staff to maintain a healthy and balanced life.
- Work towards increasing the staff with one 30 hour a week position and then continue to monitor the need for staffing changes, whether in terms of staff numbers or staff responsibilities and duties.
- Increase awareness and opportunity for professional development so that the staff maintains and enhances their skills.
- Make sure staff are aware of new opportunities and encouraged to participate in them as appropriate.
- Encourage staff to bring forth new ideas for services, resources and programs in order for the staff to provide the Seneca Falls community with a positive library experience.
- Continue to invite ideas from the staff through quarterly staff meetings and an internal open door policy.

Actions:

- Provide staff with living wages.
- Staff will attend online and in-person training sessions. (Can include NYLA, ALA, SCRLC and other library organizations for training.)
- Continue to have quarterly staff meetings.
- Investigate staff retirement funds.

Goal #6: The Seneca Falls Library will continue to offer a wide range of educational and entertaining programs for all age groups that provide greater opportunities for learning and enjoyment.

Objective: Provide a variety of programs for all age groups that meets the needs and interests of the Seneca Falls community.

We will:

- Annually review programs as a staff to determine what programs will be offered in the coming year.
- Provide programs on topics suggested by patrons in our post program surveys, in some cases expanding programs that have large audiences so more patrons can be accommodated.
- Continue to track programming trends and attendance.
- Continue to solicit monetary support for programs from the Friends of the Seneca Falls Library, local community organizations and businesses, and through grants.
- Continue to offer programs at offsite locations to increase awareness and to foster improved Library/community relations.

Actions:

- Hire an Adult and Teen Services Coordinator.
- Provide more adult and teen programming opportunities after the Adult and Teen Service Coordinator is hired.
- Provide more offsite opportunities for the community, including places like the local farmers market, and local business.
- Expand our online program offerings.

Goal #7: The Seneca Falls Library will continue to provide the community with a well maintained facility that is ADA compliant and grows with the needs of our patrons.

Objective: Provide a facility that meets the needs of the Seneca Falls community. Ensuring we have space for programming, meeting groups, students, patrons and the collection proper.

We will:

- Continue to provide a clean and ADA compliant facility.
- Continue to monitor the building for repairs and updates that may be needed.
- Continue to provide the community with a posted copy of our county inspection.
- Continue annual inspections on our HVAC, Elevator and fire systems.
- Continue to monitor for vandalism and other actions using our camera security system.
- Continue to provide access to meeting rooms and study spaces.
- Continue to improve our spaces so they are inclusive, ADA compliant and in full working order.

Actions:

- Create a plan and apply for grants for bathroom upgrades.
- Rearrange the computer space and investigate locking castors to make the lower children's section shelves movable.
- Create a plan and apply for grants for the Library roof. (Due to begin degrading in 2030)

- o Replace cloth furniture with vinyl.
- o Create a plan for carpet replacement.
- o Explore expansion and porch building projects.

Approved by the Seneca Falls Library Board of Trustees on November, 15th 2021