

## *Mendon Public Library Strategic Plan 2014 - 2018*

### ***Vision Statement***

The Mendon Public Library will be an essential contributor to the quality of life in the Town of Mendon. Our library will provide life-long learning opportunities through exemplary collections, technological information resources, and opportunities to gather, discuss, learn and enjoy.

### ***Mission Statement***

The Mendon Public Library is chartered by the Board of Regents of the University of the State of New York. Recognizing its role as an essential contributor to the quality of life in the Town of Mendon, our library provides users with a variety of materials, services, programs, and external resources to support every age with independent study, technology, and support services.

### ***GOAL (Services and Programs):***

√ Continue to provide dynamic services and programs to the community of Mendon.

This goal will be met by fulfilling the following objectives:

- Utilizing results of Fall 2013 community survey to refine services and programs relevant to all populations in the community;
- Seeking continued collaborations with HFL school district, MCLS system and other local organizations and individuals as appropriate;
- Maintaining attention to excellence in delivery of all services and programs;
- Staying connected with relevant information sources including web-based materials, and assisting users with appropriate education for interface and utilization; and
- Offering users an evolving variety of options for easily accessing library services and programs.

Implementation: Maximize numbers of users who use the library monthly or more, have children that participate in the summer reading program, and are either extremely or very satisfied with library resources. Anticipate smaller-scale community survey late 2015 to review community impressions of offered services and programs. Refine programs accordingly as necessary in 2016-2018.

### ***GOAL (Collections):***

√ Continue to provide a relevant and evolving collection including materials and information for users in preferred formats.

This goal will be met by fulfilling the following objectives:

- Utilizing results of Fall 2013 community survey to review current collections and plans for future supplementation relevant to all populations in the community;
- Continuing to monitor user preferences for multiple copies of most popular materials to meet the demand through the use of system reports and patron requests;
- Researching and implementing evolving delivery formats, including audio, visual, interactive, and web-based technologies;
- Considering best seller lists, professional journal reviews, patron requests, and conference recommendations when making purchasing decisions in compliance with the Mendon Public Library Selection Evaluation/Reconsideration Policy;

- Continuing to attractively market and display materials to encourage easy patron access and utilization. This includes specialty collections, consistent labeling of materials, shelving, and aisle areas, and simplified, accessible signage;
- Providing adequate workstations and internet capability for users to access the online collection in a timely fashion;
- Providing easy on-site and online opportunities for users to suggest materials for the library in keeping with evolving points of interest;
- Structuring a purposeful review and adjustment of the entire collection on a three - four year cycle; and
- Continuing to provide education for staff and users on available library collection resources for easy and efficient access.

Implementation: Seek increase in numbers of users who utilize current hard-copy collection, access on-line collection, and seek continued success in collection turnover rate above small library average.

**GOAL (Facility):**

√ Continue to provide a welcoming, state of the art, and user-friendly facility to meet the educational and recreational needs of the community of Mendon.

This goal will be met by fulfilling the following objectives:

- Utilizing results of Fall 2013 community survey in support of maintaining a clean and attractive facility;
- Providing space which preserves and protects the library’s collections, both print and non-print;
- Providing flexible and safe spaces which meet the growing needs of several population groups including: children, teens, adults, seniors, and those with disabilities;
- Maintaining a positive and supportive relationship with the Town of Mendon leadership and staff to provide for a neat, clean, and energy-efficient building with proper accessibility, lighting, and attractive interior and exterior environments;
- Continuing towards full payoff of funds borrowed for Phase I construction; and
- Continuing towards renovation and utilization of the old library building for increased potential public use and expansion of current services and programs.

Implementation: Seek continued positive communication channel with Town leadership and staff to promote proper use and protection of the ongoing use and long-term value of the facility. Utilize Board officer and member support as appropriate.

**GOAL (Funding):**

√ Continue to provide sufficient funding for programs, services, facility, technology, and staffing to support the library’s goals as established by the Board of Trustees.

This goal will be met by fulfilling the following objectives:

- Utilizing results of Fall 2013 community survey to apply resources in line with budgetary plans relevant to all populations in the community;
- Updating and reviewing a multi-year long-term funding plan to enhance the library’s services and collections;

- Maintaining and strengthening community partnerships which will support and enhance the library's vision and mission;
- Working closely with the Mendon Town Board to aggressively pursue government related funding sources;
- Targeting other funding sources in the public and private sector and remaining competitive in the non-profit market; and
- Remaining fully accountable to the taxpayers of Mendon and other donors regarding how tax dollars and private donations are spent for library services.

Implementation: Seek continued positive communication channel with Town leadership and Library Board, especially through Library President and Treasurer. Seek continued close connection with Friends of Mendon Public Library leadership and Capital Campaign Committee Leadership on all relevant funding items and plans.

**GOAL (Staffing):**

√ Continue to provide sufficient, highly qualified, well-trained staff and volunteers who enjoy working with the public and making a positive contribution to the quality of life for the Mendon community.

This goal will be met by fulfilling the following objectives:

- Utilizing results of Fall 2013 community survey to align staffing requirements with expressed community preferences;
- Providing development opportunities for paid staff, volunteers, *Friends* and board members;
- Actively recruiting talented, enthusiastic, and dedicated people with ample volunteer opportunities which support the mission and vision of the Library;
- Ensuring all staff are cross-trained to create awareness of library services and provide qualitative continuity of services and programs; and
- Assessing duties and job classifications to provide wages and benefits commensurate with other MCLS libraries and town employees of similar job titles and responsibilities.

Implementation: Seek continued positive communication between Library Director, staff, volunteers, and Board. Seek continued understanding of, and adherence to, all applicable employment laws.

**GOAL (Technology):**

√ Continue to provide efficient user-friendly technology to meet evolving demands of users, remotely and on-site.

This goal will be met by fulfilling the following objectives:

- Utilizing results of Fall 2013 community survey to refine technological offerings relevant to all populations in the community;
- Maintaining and implementing the Technology Plan for the Mendon Library, which includes review of recent trends in Library Technology Services, training needs of staff and users, cost-efficient replacement cycle of technology equipment and software, review of bandwidth requirements, and insuring timely and complete backups, updates and installations;

- Providing adaptive technology designed to facilitate access by the disabled;
- Collaborating with MCLS system, local businesses, and other organizations as appropriate, to provide accurate and easily accessible online information and services; and
- Providing and maintaining a relevant, attractive, and interactive website.

Implementation – In concert with Technology Plan Goals, updated annually, and respectful of annual budgetary prioritization.

***GOAL (Communication and Marketing):***

√ Continue to maintain effective and clear communications with the public regarding the library services and programs to maintain its positions as a valued resource within the Mendon community.

This goal will be met by fulfilling the following objectives:

- Utilizing results of Fall 2013 community survey to clarify communication and marketing efforts towards all populations in the community;
- Updating a marketing/advocacy plan, which addresses the library’s needs as determined by the Library Board of Trustees;
- Enhancing public awareness by developing various channels for communicating with the community including brochures, newsletters, e-mail, website postings, community outreach, and newspaper articles;
- Benchmarking and communicating success of library services, programs and collections through the use of surveys, statistics and other appropriate means;
- Developing and communicating user-friendly policies which protect the library’s resources;
- Targeting and training advocates for the library to be successful when stating the library’s case before funders (funding partners) and other decision makers; and
- Continuing to make all documents available to the public regarding steps taken for an improved library facility.

Effective January 2014 through December 2018. Subject to periodic review and update.