



MENDON
PUBLIC
LIBRARY

LONG-RANGE PLAN 2022-2027

The New York State Division of Library Development requires that every public library have a Long-Range Plan. This Long-Range Plan was created in 2022 with input from the community, library staff, Friends of the Mendon Public Library Officers, Town Officials and the Mendon Public Library Board of Trustees. The Long-Range Planning Committee (LRP Committee) also considered trends in library operations as well as the comprehensive plans published by the Town of Mendon and Village of Honeoye Falls.

THE PLANNING PROCESS:

January - February 2022

- The Long-Range Plan Committee partnered with Causewave Community Partners to conduct an online survey for community feedback. 352 community members (both users and non-users) responded. From this survey, Causewave Community Partners calculated the library's Net Promoter Score (a tool to assess the loyalty of stakeholders such as patrons, donors and employees) to be 58. Any score above 50 is considered excellent.
- When asked about areas for improvement, survey participants suggested having more meeting spaces, extended hours, more adult programs, a bigger collection, and improving communication efforts around library programming and events. Causewave recommended increasing outreach efforts to reach a greater number of potential patrons and expand connectivity with a wider demographic range.

April - May 2022

- The LRP Committee met to review survey results, as well as the Town and Village Comprehensive plans.
- The Library Director facilitated a SOAR analysis with library staff.
- The LRP Committee met with the Board of Trustees for input.

June - September 2022

- The LRP Committee met with the Town Supervisor, Town Board Member/ Library Liaison and Mayor to discuss ways to partner with the Town and Village. They suggested reaching underserved populations, participating in town events and partnering with local organizations.
- The LRP Committee then met over several weeks to compile and distill the information and presented the initial plan to the Board of Trustees.

October 2022

- The LRP Committee presented a draft plan to the Board of Trustees.

November 2022

- The Library Board of Trustees approved the finalized LRP.

Long-Range Planning Committee

Mendon Public Library Staff:

Lyla Grills, Director

Kelly Paganelli, Children's Assistant

Board Of Trustees:

Alison Zero Jones, President

Nipa Armbruster, Secretary

Tom Dooley



LONG-RANGE PLAN 2022-2027

GOAL 1: Expand our reach, influence, and impact.

Desired Community Outcomes

- Equitable access to vulnerable and underserved populations including seniors, lower-income households, teens, and children.
- Increased awareness and convenience for all Mendon residents, including those more geographically distant from the physical library or new to the area.
- MPL is valued as an essential part of the infrastructure of both the Town of Mendon and the Village of Honeoye Falls.
- MPL will foster a culture which values and actively seeks to increase diversity, equity, and inclusion within the library and the larger community.

Considerations

- MPL's 2022 Community Survey, conducted in partnership with Causewave Community Partners, revealed that some people are not aware of the many services MPL already offers.
- Some Mendon residents live closer to, and do business in, larger suburban areas and tend to use the libraries there. We should attract these residents to come to MPL and the village of Honeoye Falls by promoting our unique features and conveniences.
- Community leaders expressed outreach as a priority and an opportunity for the library to address equitable access.
- Connecting and partnering with others (e.g. schools, local government, businesses, etc.) can lead to greater collective impact to the well-being of our community.
- MPL staff identified outreach as a top priority as an activity to address changing community members' needs, attract a new clientele, and introduce services to long-standing users.

Key Activities

Ongoing Action

- Continue delivering materials to local senior living facilities.
- Continue utilizing MCLS Extension services to supplement our Large Print and Audiobook collections.
- Continue to participate in HF-L school district and community events.

New Initiatives

- Work with MCLS to find additional services that can be delivered to local seniors.
- Work toward obtaining funding to enhance support of adult services, programming, and outreach.
- Establish outreach to high-density housing complexes to provide information about our offerings, offer a pop-up library to check out materials remotely, and bring programming.
- Improve presence at our Mendon Meadows Book Drop by making cosmetic adjustments, adding literature racks for our fliers, and investigating hosting a Pop-Up Library and/or Book Vending Machine in that space.
- Partner with the Village, Town and Hamlet officials, local organizations and local businesses, to welcome new and current residents and inform them of the library's offerings. This would also include working together with these groups on programming and cross promotions in a variety of ways including social media.
- Explore participating in additional local events to such as the Christmas Parade.
- Nurture connectivity and collaborative efforts with HF-L school district and other educational centers like local pre-schools and home school organizations.
- Work toward a fine-free future to remove barriers to access, increase convenience, and maintain consistency with neighboring libraries.
- Explore and implement ways to foster Board of Trustee and staff diversity.

GOAL 2: Retain the best traditions; adapt and grow with change.

Desired Community Outcomes

- Reading and lifelong learning remain central to MPL's mission, while formats and means of delivery expand.
- MPL is resilient, agile, and responsive to a changing environment and community needs.
- Positive library experiences become memories passed down through generations.
- MPL is equipped to serve as a place for connection and creative collaboration, as well as a space for collections.

Considerations

- The two most important services provided by Mendon Public Library, according to the 2022 Community Survey, are "*a variety of books and other materials in a physical format*" (75%) and "*a variety of book and other materials in a digital format*" (13%). "*Events for all ages*" came in at number three.
- The effects of the pandemic, along with societal and economic upheaval, have created shifts in the way people work, participate in school, socialize, use technology, and more.
- As reflected in the 2022 Community Survey, people are concerned about divisiveness and would like more opportunities and spaces to meet up with others.
- The Town and Village Comprehensive Plans establish priorities such as "*preserving the rural character, and natural and historic resources*" as well as "*diverse leisure and cultural assets*".

Key Activities

Ongoing Action

- Maintain and develop strong collections that emphasize both local and global viewpoints and subject matter, and are current, diverse, and inclusive.
- Continue our best-loved programming topics while diversifying programming to reach all age groups, interests, and abilities. The Friends of MPL and other sponsors will fund programming so that MPL can host high quality speakers, visiting artists, and instructors without cost to attendees.
- Continue to provide traditional computer and technology services including Internet, applications, printing, Wi-Fi, and volunteer tech tutoring.
- Keep on top of trends regarding how people work, study, and interact post-pandemic. Adjust amenities and services accordingly. Promote study rooms, reading rooms, and children's area as places to meet up with others.
- Continue to develop volunteer programs to encourage giving back to the community, civic pride, and meaningful connections.
- Ensure that our inspiring, architecturally significant, and aesthetically pleasing facility is showcased, featured, preserved, and celebrated by residents and visitors alike.

New Initiatives

- Expand on reading and literacy programs through new MPL- sponsored book clubs, in-person and virtual author visits, and book talks from staff and members of the community.
- Develop a promotion to "Make Regular Library Visits a Habit" (37% of survey respondents used the library about once a week before the pandemic, and 27% used the library about once a week in early 2022).
- Explore new opportunities such as technology for virtual meetings, hybrid programming, makerspaces, digital media production, and expanded capabilities for training such as a laptop learning lab and paid instructors.
- Explore reconfiguring spaces in an effort to improve comfort and encourage people to stay longer (e.g. add a water bottle station).

GOAL 3: Focus on sustainable practices and future growth.

Desired Community Outcomes

- MPL is well-positioned for future growth.
- MPL is a community leader and role model for the "Triple Bottom Line" of Sustainable Practices: Environmentally Sound, Economically Feasible, and Socially Equitable.
- MPL is well-aligned with Town and Village Comprehensive Plan initiatives such as "Promote renewable and sustainable energy," "Maintain and enhance the synergy between existing parklands, trails, and population centers," "Improve Outdoor Opportunities," and "Support Downtown Business".

Considerations

- 95% of the 2022 MPL Community Survey respondents strongly agreed or agreed that MPL “is worthy of tax dollar support”. We have the opportunity and obligation to provide a strong return on investment to the community by using sustainable practices.
- The MPL Community Survey indicates that patrons are concerned about climate change and have the desire to limit harmful impact on the natural world. The 2021 Village of Honeoye Falls Comprehensive Plan also includes “Consider developing and adopting a Climate Action Plan.”
- In the 2022 MPL Community Survey, respondents expressed a desire for additional space; an Information Desk, housing for books and materials, space for quiet reading and study, teens and children’s activity zones, and space for meeting and programming.
- A supportive community combined with a deeply invested staff are integral to MPL’s continued success.

Key Activities

Ongoing Action

- Maintain a strong relationship with the Friends of MPL, who contribute to our programming and services, by attending their monthly meetings and supporting their fundraising efforts.
- Continue to educate staff on sustainability and identify areas for improvement within general day-to-day library operations.
- Utilize public and municipal outdoor spaces for programming in addition to using the library building.

New Initiatives

- Investigate establishing a Library Foundation to help MPL achieve long-term goals and facilitate future growth.
- Identify larger scale projects, in collaboration with Town Leadership, to improve efficiency and environmental impact within the physical facility.
- Promote the ways MPL supports entrepreneurs, freelancers, and remote workers with workspace, technology and educational attainment.
- Consider developing adjacent outdoor spaces to increase opportunities for storytimes, performances, public art, and gardens.
- Optimize staffing to ensure we have the human resources to achieve our goals and objectives.
- Offer fair compensation and sensitivity to work-life balance to ensure MPL attracts and retains talented and diverse staff.

NOTES: “Ongoing Action” lists are not comprehensive but are designed to serve as snapshots of MPL activity as related to the goals listed within this plan.

Approved by the Mendon Public Library Board of Trustees; November 7, 2022.