

Wolcott Public Library Strategic Plan

July 2019 – June 2024

SECTION ONE: PLANNING SUMMARY

The Wolcott Public Library (WPL) plays a pivotal role in our community. The Wolcott Public Library is in a unique position to continue to provide legacy services and support while creating innovative resources, programming, and facilities that best meet the needs of tomorrow's WPL patron. The WPL Trustees embarked on a strategic planning process to understand the changing needs of their stakeholders and develop a five-year strategic plan that enables the library system to better meet those needs. The process included a Board Retreat, a subcommittee focused on interviews with key individuals and community groups; and a community survey. The data collection confirmed a high level of satisfaction amongst library users and a significant lack of awareness of library programming and services amongst non-users.

The team identified the following strategic goals for the next five years and key initiatives designed to enable WPL to truly become the "Library of the Future."

SECTION TWO: MISSION STATEMENT

To Expand Learning, Inspire Creativity, and Connect Our Community

SECTION THREE: GOALS

1) GOAL/PROJECT/PRIORITY – ADULT LITERACY/EDUCATION/ACTIVITIES

Support literacy and lifelong learning for adults with programs and classes that educate, entertain and supplement the Library's book collections.

Project Leader: Ginny Keenan

Purpose: To continue offering a robust book collection, especially in partnership with local libraries in the OWWL network, adult programming, and continued partnership with Literacy Volunteers of Wayne County as requested on a majority of patron surveys.

What will this goal look like when it is complete? Ongoing

Measurement: The goal will be measured by the list of presentations offered by the library to the community, the number of attendees, presentation satisfaction surveys, tutoring sessions at the library, monthly circulation, and the volume of books/materials at the library.

Action steps:

- Action Step One- Contact presenters and schedule a presentation.
 - Who is in charge of this activity? Ginny Keenan
 - What is the timeline? Monthly except for winter months.
- Action Step Two- Publicize the presentation
 - Who is in charge of this activity? Dottie Patt
 - What is the deadline/timeline? Post flyers and handouts a few weeks prior to the presentation and submit an ad in the Shopper a week prior to the presentation.
- Action Step Three- Set up the room for the presentation. Assist the presenter with any needs during the presentation. Put everything away after it is over.
 - Who is in charge of this activity? Ginny Keenan
 - What is the deadline/timeline? Day of the presentation

- Action Step Four – Monthly report trending of circulation, books, tutoring sessions
 - Who is in charge of this activity? Ginny Keenan
 - What is the timeline? Monthly

2) GOAL/PROJECT/PRIORITY – YOUTH LITERACY/EDUCATION/ACTIVITIES

Provide year-round access to educational children’s programs and materials, with an emphasis on early literacy.

Project Leader: Dottie Patt

Purpose: Services to this group must continue to be a crucial part of the Library’s work over the next five years. The Library should strive to educate the local community’s children in partnership with the North Rose Wolcott Public Schools. This is especially necessary in aiding parents in educating those children who are still learning to read and are not yet in school regularly. The Library should also look for opportunities to aid school-age students in afterschool and summer hours. In the past five years, this goal has only become more important to the success of the Library and the community.

Measurement: Number of children’s programs and Story Hour offered, list of attendees, and satisfaction survey results.

Action steps:

- Action Step One- Hold Story Hour
 - Who is in charge of this activity? – Dottie Patt
- What is the deadline/timeline? – weekly during the school year
- Action Step Two- Schedule Summer Reading Programs
 - Who is in charge of this activity? – Dottie Patt
 - What is the deadline/timeline? – Summer each year
- Action Step Three- Publicize
 - Who is in charge of this activity? – Dottie Patt
 - What is the deadline/timeline? – prior to the programs

3) GOAL/PROJECT/PRIORITY – MARKETING/COMMUNICATION

Project Leader: Terry VanFleet

Purpose: To market the library and communicate to the community for transparency by establishing a new library website through the Pioneer Library systems to be consistent with the other libraries in our network, to be more cost effective, and be able to comply with state regulations and standards by having a website that includes posting of the libraries bylaws, strategic plan, policies, minutes, and annual report as well as publicize library events and the availability of the library as a community center/meeting place.

Measurement: Establishment of the website with the above required information, monthly maintenance to keep information current and tracking of the number of hits on the website.

Action steps:

- Action Step One- Contact the Pioneer Library System and schedule/hold the training for the library to establish the website.
 - Who is in charge of this activity? – Dottie Patt
 - What is the deadline/timeline? – in the next two months
- Action Step Two- Ongoing updating of the website
 - Who is in charge of this activity? – Terry VanFleet
 - What is the deadline/timeline? – monthly after it goes live

- Action Step Three- Publicize the website
 - Who is in charge of this activity? – Terry VanFleet
 - What is the deadline/timeline? – first month it goes live and thereafter as needed.
- Action Step Four – Monthly reports to measure the number of hits on the library website and number of community activities using the library as a community center/meeting place.
 - Who is in charge of this activity? Ginny Keenan
 - What is the timeline? Monthly.

4) GOAL/PROJECT/PRIORITY – FACILITIES MAINTENANCE

Project Leader: Ginny Keenan

Purpose: To maintain the library so it is a welcoming building and to upgraded as needed including updating the lighting by replacing the fluorescent fixtures with high efficiency LED lamps and ballasts.

Measurement: The upgrading of the lighting project will provide more efficient utilization of the building in increased energy conservation and will be measured by lower library energy bills.

Action steps:

- Action Step One- Get a current quote and apply for a grant to help pay the expense.
 - Who is in charge of this activity? – Ginny Keenan
 - What is the deadline/timeline? – August 31, 2019
- Action Step Two- Schedule the work to be done by the contractor.
 - Who is in charge of this activity? – Ginny Keenan
 - What is the deadline/timeline? – June 2021

5) GOAL/PROJECT/PRIORITY – TECHNOLOGY/COMPUTER ACCESS

Project Leader:

Purpose: To maintain the access to the internet through adequate computers and training including assisting the community with completion of the 2020 Census.

Measurement: The increase of and upgrading of the computers/technology as needed, computer usage and access, and training/assistance provided.

Action steps:

- Action Step One- Develop a replacement plan for the computers as they age.
 - Who is in charge of this activity? – Board
 - What is the deadline/timeline? – next quarter
- Action Step Two- Schedule the replacements with the Pioneer Library System
 - Who is in charge of this activity? – Dottie Patt
 - What is the deadline/timeline? – yearly
- Action Step Three – Provide computer training to the staff to be able to assist patrons.
 - Who is in charge of this activity? – Board
 - What is the deadline/timeline? – yearly
- Action Step Four – Measure the usage and availability of the computers and assistance provided through reports.
 - Who is in charge of this activity? – Ginny Keenan
 - What is the deadline/timeline? – monthly

- Action Step Five- Provide training to the staff regarding the 2020 Census so they can assist patrons with completing it.
 - Who is in charge of this activity? – Ginny
 - What is the deadline/timeline? – April 2020