Wolcott Library Strategic Action Plan

October 2026 - June 2030

Vision Statement

The Wolcott Public Library's long-term vision is to create a welcoming, engaging and enriching community hub that connects people with each other and with ideas, resources and opportunities; empower community members to learn, grow and participate; and inspires delight through programs, services and experiences that strengthen the community and leave everyone eager to return.

Mission Statement

To expand learning, inspire creativity and connect our community.

Introduction Summary

With the support and participation of our community, we gathered valuable feedback through online and paper surveys, as well as in person conversations. This input helped shape the Wolcott Public Library's new Strategic Action plan. The Strategic Action Plan Committee met monthly to share ideas, discuss community needs, and incorporate feedback to help the library's future priorities and goals.

I. **Goal/Project/Priority - Adult Literacy/Educational /Activities**
   Support literacy and lifelong learning programs and classes that educate and entertain community members of all ages. Support those who may need digital literacy assistance.
   Project Leader: Director

Purpose: To offer materials and resources, especially in partnership with local libraries in the OWWL network.

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:

Step One: Contact presenters and schedule a presentation.

- Who is in charge of this activity? Staff or Board members.
- What is the timeline? Monthly, except winter months.

Step Two: Publicize the presentation

- Who is in charge of this activity? Director
- What is the deadline/timeline? Post flyers and handouts a week prior to the presentation and submit an ad in the Shopper a week prior to the presentation and also a Facebook post.

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? Any Staff/Board member or Presenter.
- What is the deadline/timeline? Day of the presentation.

Step Four: Monthly report trending of circulation, books, tutoring sessions

- Who is in charge of this activity? Director
- What is the timeline? Monthly

II. 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: Director

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 these 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.

Measurement: Number of children's programs and story hour offered, list of attendees and satisfaction survey results provided by parent feedback.

Action Steps:

Step One: Youth Programming

- Who is in charge of this activity? Media Coordinator
- What is the timeline? According to scheduled times

Step Two: Schedule Summer Reading Programs

- Who is in charge of this activity? Director
- What is the deadline/timeline? Summer each year

Step Three: Publicize

- Who is in charge? Director and Media Coordinator
- What is the deadline/timeline? Prior to the event's start date.

III. Goal/Project/Priority - Marketing/ Communication

Beginning January 1,2027, the Wolcott Public Library will provide media services to the community through both online and print platforms, including quarterly newsletters.

Project Leader: Media Coordinator

Purpose: To market the library and communicate to the community for transparency by maintaining the library website through OWWL Library Systems to be consistent with the other libraries in our network.

- to be more cost effective
- be able to comply with state regulations and standards by having a website that includes posting of the library's bylaws, strategic action plan, policies, minutes, and annual report.
- publicized library events and the availability 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:

Step One: Ongoing updating of the website

- Who is in charge of this activity? Media Coordinator
- What is the timeline? Ongoing

Step Two: Publicize the Facebook website

- Who is in charge of this activity? Media Coordinator
- What is the deadline/timeline? Ongoing

IV. Goal/Project/Priority - Facilities Maintenance

With community support and participation, we regularly review the annual budget and plan building upgrades to preserve the library’s appearance, functionality and welcoming environment.

Project Leader: Steve Monroe

Purpose: To maintain the library so it is a welcoming building and to upgrade as needed, including updating general maintenance.

Measurement: Projecting the annual budget while bringing forward the community concerns, suggestions and ideas for discussions.

Action Steps:

- Plan the annual budget with the facilities maintenance priorities.
- Discuss the ongoing maintenance monthly of the Board of Trustees meetings.

V. Goal/Project/Priority - Technology/Computer Maintenance

With suggestions from the OWWL Library System, the Library Board and staff members regularly assess the need for electronic and computer replacements and upgrades.

Project Leader: Director

Purpose:To maintain access to the internet through adequate computers and training.

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

Action Steps:

Step One: Develop a replacement plan for the computers as they age.

- Who is in charge of this activity? Board of Trustees
- What is the timeline? Next quarter

Step Two: Schedule replacements with the OWWL Library System.

- Who is in charge of this activity? Director
- What is the deadline/timeline? yearly

Step Three: Provide computer training to the staff to be able to assist patrons.

- Who is in charge? Director and the Board of Trustees
- What is the deadline/timeline? Ongoing as needed

Step Four: Measure the usage and availability of the computers and assistance provided through reports.

- Who is in charge? Director
- What is the deadline/timeline? Ongoing

This plan represents the Wolcott Public Library's ongoing commitment to community connection, lifelong learning and responsive service. Progress will be reviewed annually to ensure the plan remains aligned with community needs.