



Red Jacket Community Library



ABOUT THE LIBRARY

Strategic Plan 2009-2013

Approved April 7, 2009
Red Jacket Community Library Board of Trustees

Development of the Red Jacket Community Library Strategic Plan was funded in part by a grant from the Pioneer Library System, Canandaigua, NY and facilitated by Patricia Stocker, Library Consultant, PSLC.

In the fall of 2008, the staff and board of trustees of the Red Jacket Community Library began development of a strategic plan using the Public Library Association's planning process outlined in the publication *The New Planning for Results: a Streamlined Approach* by Sandra Nelson. This is a community-based planning process in which key community stakeholders identify a vision for the community served by the library and determine how the library can help achieve the community vision.

A Community Planning Committee representing a wide variety of constituencies in the Manchester – Shortsville Central School District area met on October 18, 2008 and again on November 22, 2008.

Members of the Community Planning Committee are:

Kerry Adams - Local farmer, former School Board member
Ed Clark - Former Manchester/Shortsville Rotary President
Julie Clayton - Journalist for WXXI, PBS TV station
Charles Denosky - Local law enforcement officer (Ontario County Sheriff)
Ann Gulick - Red Jacket Community Library trustee
Jim Landon - Methodist minister, Village of Manchester
Tom Lynch - Retired school teacher
Fred Mink - Mayor, Village of Shortsville
Judith Murphy - Resident of Friendly Village, Senior housing
Patsy Olszewski - FT Clerk, Red Jacket Community Library
Theresa Schlossnagle - Friends of the Red Jacket Community Library
Donna Williams - VP Shortsville/Manchester Chamber of Commerce

The Community Committee identified eighteen community needs and determined that the library was well-suited to meet four of the recognized needs and somewhat-suited to meet an additional five of the needs identified. Seven library service responses were selected for further examination, and during the second committee meeting these were reduced to three areas on which the Library's Strategic Plan would be based. The focus areas are:

- [Satisfy Curiosity](#)
- [Visit a Comfortable Place](#)
- [Be An Informed Citizen](#)

The Library Board approved the three library service responses on December 3, 2008 and staff began developing goals, objectives, and activities that would reflect the library service responses recommended by the community planning committee.

The Red Jacket Community Library, chartered in 1998, is a joint-use facility sharing space with the local school district library. Because of this unique situation, cooperation between the two organizations is essential in order for both entities to succeed. Policies and procedures have been developed that allow the two organizations, which have different missions, to work cooperatively. For instance, the school library operates during normal school hours while the public library begins its operation at the conclusion of the school day.

The Mission of the Red Jacket Community Library

The Red Jacket Community Library provides all residents of the Manchester/Shortsville Central School District with a wide variety of programs, resources, materials and services that will meet the community's need to satisfy curiosity, access information, and develop lifelong learning habits within a safe and welcoming physical space.

The goals, objectives and activities detailed below reflect the library service responses chosen by the Community Planning Committee and approved by the Red Jacket Community Library Board of Trustees. The goals will remain in place throughout the life of the plan. The objectives and activities will be reviewed annually beginning in July 2009 and revised or replaced as needed. July has been chosen as the review date to coincide with the beginning of a fiscal year.

Satisfy Curiosity

Residents of the Red Jacket Community Library's service area will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

Goal 1: The library will support lifelong learning opportunities for all residents.

Objective 1: The budget for print, non-print and/or electronic materials will increase by 3% during each year of the plan.

Selected activities:

- The Finance Committee, along with the Library Director, will address this need and decide if it calls for an increase in the annual budget proposal put forth for resident vote.

Goal 2: Adults will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

Objective 1: Adult circulation of all library materials will increase by 3% each year of the plan.

Selected activities:

- Survey adults to determine topics where additional materials are needed.

Objective 2: At least 10 programs for adults will be sponsored by the library annually.

Selected activities:

- Survey adults to determine topics of interest for programming.
- Establish partnerships with community organizations, agencies, and businesses to present programs for adults.

Objective 3: By the end of 2009, 60% of the adult library users will say they found the information or resources they were looking for at the library. This response rate will increase to 75% by 2011.

Selected activities:

- Evaluate the adult collection, using a variety of collection development tools, to remove dated and worn items.
- Library staff will attend PLS Continuing Education workshops on Readers' Advisory, Reference Skills and Online Databases.
- Publicize new adult materials on the library website, in the media and with promotional materials such as bookmarks, reading lists and displays.
- The director, assistant director or PLS staff will train all Red Jacket Community Library staff on the usage of OWWL and how to teach it to patrons.
- Begin using e-mail to notify patrons that their holds are in, rather than by calling them. The library will start using e-mail for pre-overdue notices.

Goal 3: Teens will have access to programs and materials that will stimulate their thinking and satisfy their curiosity.

Objective 1: Circulation of teen materials will increase by 3% each year of the plan.

Selected activities:

- Evaluate the young adult fiction collection, using a variety of collection development tools, to remove dated and worn items.
- Select new titles for the young adult collection, using usage and holds figures from OWWL, to determine which topics are needed.

Objective 2: The library will provide at least 2 programs per month during 2009 that target the teen audience.

Selected activities:

- Survey teens to determine topics of interest for programming.
- Establish partnerships with community organizations, agencies, and businesses to present programs for teens.

Objective 3: By the end of 2009, 60% of the teen library users will say they found the information or resources they were looking for at the library. This response rate will increase to 75% by 2011.

Selected activities:

- Survey teens to determine topics where additional materials are needed.
- Publicize new materials on the library website, in the media and with promotional materials such as bookmarks, reading lists and displays.
- Create a separate teen space on the website to publicize new teen materials.
- Expand the teen video game collection.

Objective 4: The Library will add a teen services staff member by July 1, 2011.

Selected activities:

- Establish line item in budget for an additional staff member who will focus on teen services.
- Work with civil service to create a job description and determine hiring procedures.

Goal 4: Children from birth to age twelve will have materials, programs and services acquired and designed to stimulate their imaginations and create life-long readers.

Objective 1: Circulation of children's materials will increase by 3% each year of the plan.

Selected activities:

- Evaluate the children's collection, using a variety of collection development tools, to remove dated and worn items.
- Select new titles for the children's collection, using usage and holds figures from OWWL, to determine which topics are needed.

Objective 2: By the end of 2009, 60% of the children and their caregivers will say they found the information or resources they were looking for at the library. This response rate will increase to 75% by 2011.

Selected activities:

- Survey children and caregivers to determine topics where additional materials are needed.
- Expand the children's video game collection.

Objective 3: The library will provide at least 8 programs per month during 2009 that target children.

Selected activities:

- Survey children and caregivers to determine topics of interest for programming.
- Increase communication with home-schooling families.

Objective 4: The Library will add a children's services staff member by July 1, 2011.

Selected activities:

- Establish line item in budget for an additional staff member who will focus on children's services.
- Work with civil service to create a job description and determine hiring procedures.

Visit a Comfortable Place

Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking.

Goal 1: The library will serve as an inviting and neutral place in the community for people of all ages to gather, to learn and to interact informally.

Objective 1: The library will have separate and suitable space for collections, displays, programs and events which will focus on the public library mission and goals, by 2013.

Selected activities:

- Conduct a needs assessment of the library facility.
- Visit other libraries on a planned schedule and evaluate what changes might be implemented at Red Jacket Community Library.
- Determine if current space meets the needs of a public library and decide by December 2009 whether or not to explore other locations.

Objective 2: Provide more comfortable and properly located seating areas by the end of 2010.

Selected activities:

- Replace existing armchairs. Use comfortable armchairs for "movie nights."
- Obtain ottomans.
- Create smaller seating areas throughout the entire library, in cooperation with school librarians.

Objective 4: Create a mobile coffee-bar by the end of 2010.

Selected activities:

- Explore methods of implementing coffee-bar. Contact Finger Lakes Roasters as a possible vendor. Contact Tom Van Laeken, owner of local Coffee Shop, as possible vendor. Consider installing a Keurig coffee system, which provides single cup servings of a variety of choices of hot drinks.

Objective 5: Create more welcoming display areas during 2009-2010.

Selected activities:

- Select and obtain slat walls and slat wall displays.
- Select and obtain 1 or 2 magazine spinner racks.

Goal 3: Residents will have access to open and accessible virtual spaces that support networking.

Objective 1: The number of public library owned computers available for public use in the library will increase by 50% by 2010.

Selected activities:

- Seek alternative sources of funding to assist with technology needs.
- Develop and implement training for staff on how to utilize library technology and assist library patrons with using it.

Goal 4: Work toward a cooperative system between the school library and the public library in order to establish displays and comfortable spaces for the public.

Objective 1: Establish cooperative display policies with School Library by 2010.

Selected activities:

- Hold monthly meetings with school and public librarians.
- Annually make presentation for the School Board to highlight public library accomplishments and cooperative benefits.
- Invite School Board/Public Library liaison to attend monthly Library Board Meetings.

Be An Informed Citizen:

Goal 1: All library visitors will have the information they need to support democracy; fulfill their civic responsibilities at the local, state and national levels; and fully participate in community decision-making.

Objective 1: The meeting rooms usage, by different outside organizations, will increase by 20% each year.

Selected activities:

- Include links to meeting Room Use Form on our web site.
- Include the offer of free meeting room space in Annual Report to the Community.

Objective 2: Each year of the plan the library will present 2 programs in partnership with local organizations that promote the democratic process and civic involvement.

Selected activities:

- Reach out to local civic organizations by making presentations annually at their meetings.

Objective 3: Each year of the plan the library will provide paper or electronic copies of local information, such as annual reports, strategic plans, municipal meeting minutes, school board meeting minutes.

Selected activities:

- Contact village and town clerks, school board secretary to obtain copies or links to meeting minutes, plans, etc.
 - Include links to afore mentioned information on Library's web site. Rename "Area Links" page to "Be An Informed Citizen."
 - Create an area to locate paper copies of local information.
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