



# Red Jacket Community Library



## ABOUT THE LIBRARY

### Strategic Plan 2013-2017

The plan set forth in these pages was initiated by the staff and board of trustees of Red Jacket Community Library and by a committee composed of local community members. The local community members selected for the five year planning committee represented a varied selection of the Manchester and Shortsville populations. The members participating on the committee are:

- Roy Broomfield: Military Veteran, Recent RIT Graduate Student
- Kristin Feliciano: Parent of RJ Students
- Charlene Harvey: Superintendent of RJSD
- Nancy Hathaway: Information Technologist WFL-BOCES, Volunteer Library Program Instructor
- Kathleen Honchen: Library Staff Representative
- Stephani Hutson: Parent of RJ Students
- Stacy Liberati: English Department Head at RJSD
- Dorcas Lynch: Member of Friends of RJCL and Active Community Volunteer
- Una MacDonald: Teen Representative, RJ Student
- Randall Ott: Library Board Trustee and RJSD Science Teacher
- David Schlossnagle: Contractor and RJSD Alumnus
- Jason Wagner: Fire Chief and Parent of RJSD Students
- Donna Williams: Active Service Organization Volunteer and Former Entrepreneur

The five-year planning committee met on January 7 and January 22 to discuss their shared vision for the community and the actual needs of the community. Under the direction of the library director and facilitator, the group brainstormed to formulate a clearer picture of how the identified needs could be addressed to help to fulfill a prosperous vision for the community. The book *The New Planning for Results* by Sandra Nelson was used to guide the meetings and create the worksheets created for the collaborative work that transpired at the meetings.

At the conclusion of the second meeting, the five year planning committee agreed upon three library service responses. In Sandra Nelson's book, thirteen library service responses are identified. The committee was tasked with determining which of these service responses best serve the identified needs and proposed vision for the Manchester-Shortsville area. The committee chose the following service areas to be the focal points of the five year plan:

- **Commons:** To provide a welcoming, comfortable environment for future community programs including new teen and youth programs with emphasis on creating an area dedicated to the teen population.
- **Formal Learning Support:** To provide more formal learning opportunities and resources to allow patrons the opportunity to achieve their educational goals.
- **General Information:** To offer information and share resources to meet community needs and interests.

The service responses chosen remain unchanged from the prior five-year plan with the exception of the "Formal Learning Support" response, which replaces the previously named "Lifelong Learning" response.

The goals set forth for each service response by the committee are included. These goals illustrate the expected outcomes the committee envisions based on their future vision for the community and the needs they identified for the community. The library board and director are tasked with determining the measurable objectives that will be put into place to achieve these service response goals.

The library board appointed a sub-committee to review the service responses. This group met with the director on January 24 to discuss the service responses and work on developing measurable objectives to correlate to these named service response goals.

## Mission Statement

The mission statement for the Red Jacket Community Library was looked at and edited slightly to correlate with the currently named service responses and goals. The new mission statement shall be as follows:

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 *support formal learning opportunities within a safe and welcoming environment for all.*

The italicized words represent the slight change made to the mission statement in light of the newly identified formal learning response.

## The 2013-2017 Plan

The plan set forth contains the service responses, goals and measurable objectives designed by the committee, board and director. This plan reflects the needs of the community tied to a vision of prosperity for the community.

### Commons

To provide a welcoming, comfortable environment for all community programs including new teen and youth programs with emphasis on creating dedicated spaces for varied interests and activity levels.

#### OBJECTIVE #1:

The library will create a space designed for teens with input from a minimum of 100 teens.

#### *Selected Actions:*

- The library director will survey teens to determine what they would like to have available within a teen space.
- The library director, board and finance committee will determine what can be implemented and assess whether particular budgetary increases will need to be allotted for in order to create the space.
- The library director will meet with the superintendent to discuss possible space options within the library.

#### OBJECTIVE #2

The library will survey a minimum of 100 teens and youth to assess what types of programming are most relevant and desirable for this group.

#### *Selected actions:*

- The library director will survey teens and youth to determine programming needs.
- The library director and treasurer will determine (based in the survey feedback) how the budget for teen and youth programming may need to change to meet the needs of this group.

#### OBJECTIVE #3

The library will increase teen attendance at programs by 10 percent each year (after programming needs have been identified from surveys and adequate budgetary modifications have been made).

#### *Selected actions:*

- Build better partnerships with agencies (such as the school) that service teens.

## Formal Learning Support

To provide more formal learning opportunities and resources to allow patrons the opportunity to achieve their educational goals.

#### OBJECTIVE #1:

The library will increase Internet accessibility.

#### *Selected actions:*

- The current bandwidth available will be increased to a minimum of 12Mb downstream / 1.5Mb upstream to enable patrons enrolled in online coursework to have access to learning using our public computers.
- Director and treasurer will meet to discuss how to fund the increased bandwidth cost.

#### OBJECTIVE #2:

The library will increase access to tablet computers and laptops by 100%.

#### *Selected actions:*

- Director will price laptops and tablet computers to find out the cost and best options available for the library.
- Director and board will devise policy regarding the use of tablets and laptops for formal education purposes.

#### OBJECTIVE #3:

The library will offer a minimum of one program per month that encourages a formal learning opportunity.

#### *Selected actions:*

- Director will scout out online learning opportunities that offer free access to formal learning at the library.
- Director will build strong relationships with organizations such as LVOY in order to offer guest presentations concerning formal education opportunities.
- Director will find out how much it costs to offer an online database with study guides and practice tests available for those interested in pursuing: high school equivalency (GED), Civil Service Employment, college entrance (SAT/ACT), Graduate or Professional School (GRE, LSAT, MCAT, etc.).
- Annually replace all study guides in hard copy that exceed copyright date beyond three years of the current year. (Added 1/29 by board sub-committee)
- Director, board and treasurer will discuss feasibility of purchasing database license.

#### **General Information**

To offer information and share resources to meet community needs and interests.

#### OBJECTIVE #1:

The library will survey residents twice per year to find out what their needs and interests are.

#### *Selected Actions:*

- Director will put a short survey on the water bill and assess results of survey to determine needs and interests.
- Director will put a short survey in school newsletter and assess results of survey to determine needs and interests.
- Director will create an online survey using Survey Monkey and assess results of survey to determine needs and interests.

#### OBJECTIVE #2:

The library will offer a minimum of four programs per year based on identified community interests and needs.

#### *Selected Actions:*

- Director will identify interests and needs and seek programming that directly relates to the responses indicated on the surveys.

#### OBJECTIVE #3:

The library will offer resources that meet the identified needs and interests of the community by purchasing a minimum of 50% of all recommended items.

#### *Selected Actions:*

- Director will create a binder for people to write suggestions for purchases of books, DVDs and other media.
- Director will create a means of recording suggestions online and have a link to this on the library website.

#### **CONCLUSION**

The initiation of this five-year plan shall commence on July 1, 2013 and end at the conclusion of our fiscal year, June 30, 2017. Fulfillment of the service responses, goals, objectives and selected actions shall be monitored by the director and board of trustees through out the five-year period. Assessment of actual progress toward achieving the goals, objectives and selected actions set forth shall occur annually during the evaluation of the director.