

# Red Jacket Community Library

LONG RANGE PLAN 2017-2022

Updated January 2019

## SECTION ONE: PLANNING SUMMARY

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.

## SECTION TWO: MISSION STATEMENT

We inspire learning and creativity by providing access to materials, resources, programs, and services in a safe and welcoming environment. *(April 2019)*

## SECTION THREE: GOALS

### 1) Library Space Utilization and Expansion

*Project Leader:* Library Director, Board Members

*Purpose:* The library administration will look to mold & shape the current library facility in order to provide new programs and services to the residents of the Manchester-Shortsville community. Barriers may exist, and a standalone facility [or expansion to a “library without walls” concept](#) may be necessary in order for the library to completely fulfill its mission to the community. The library administration will research and collect data to see if this is a viable option for the community.

*Measurement:* The Library Director will survey the community (twice) within this plan's timeframe to see if/what changes are necessary [and create a plan and a budget, making use of the Library's capital fund.](#)

*Action steps:*

- Action Step One- Meet with Interior Designer to evaluate current library status
  - Team-Library Director, [Library Board Facilities Committee](#)
  - Timeline - 2017/2019
- Action Step Two- Meet with School Staff and/or Board of Education to review Interior Design recommendations and feasibility of implementation
  - Team - Library Directory, Library Board [Facilities Committee](#), School Staff
  - Timeline - 2017/2019
- [Action Step Three – Explore a “Library Without Walls” concept. Evaluate available public spaces within the community and assess the potential for shared use. Include future possibilities \(i.e. the proposed community center\). Evaluate a mobile library vehicle or other capital investments needed to support the concept. Evaluate staffing needs to support the concept.](#)
  - Team - Library Director, Library Board [Planning Committee](#)
  - [Timeline - 2019 – 2022](#)
- [Action Step Four - Budget planning with the Director, Board, and Treasurer.](#)
  - Team - Library Board Committee, Library Director
  - Timeline - 2017 - 2022

## 2) The library will create a space designed for teens

*Project Leader:* Library Director and Board Member

*Purpose:* To give teens a safe place within the community where they can learn and socialize with their peers.

*Measurement:* There will be a visible teen space within the library.

*Action steps:*

- Action Step One- Meet with an interior designer to see where/how to construct the space.
  - Team - Library Director, Board Member(s), Friends of the Library
  - Timeline – 2017-2019
- Action Step Two- Meet with the library board & treasurer to plan & secure the necessary funding to purchase building materials and equipment for the space.
  - Team - Library Director, Library Board, Board Treasurer
  - Timeline - 2020
- Action Step Three- Meet with school personnel to get approval
  - Team - Library Director, Board Member(s)
  - Timeline - 2020

## 3) Expand the library's collections (physical and digital)

*Project Leader:* Library Director

*Purpose:* The library is in need of a sustainable solution to add materials to its current collections. Library patrons have expressed a need for the library's collections to grow in order to foster their information needs. The library director will ~~look to purchase more Books and DVDs to supplement our current collections~~ and increase patron access to physical and digital collections, both locally and across OWWL and the NYS Library System.

*Measurement:* The library director will increase the ~~purchase of~~ access to Books by 3% year over year and increase availability of movies in digital or DVD format. ~~s 30% year over year.~~

*Action steps:* The library board, director, and treasurer will come up with a funding model that will allow for sustained growth of the collections over the course of this plan.

- Action Step One - Based on Outcome of Goal One, either work with School Staff to create shelving and storage solutions or work towards moving the library into a standalone facility.
  - Team - Library Director, School Library Staff
  - Timeline - 2017-2022
- Action Step Two- Director will purchase shelving for DVDs and Books.
  - Team - Library Director, Library Board, Library Treasurer
  - Timeline - 2017 - 2022
- Action Step Three – Update DVD collection. Explore digital formats and streaming services that are replacing DVDs and whether they can be made available to patrons through the Library.
  - Team - Library Director, Treasurer
  - Timeline – 2019-2022
- Action Step Four – Increase community awareness of Library System's physical and digital collections and how to access them.
  - Team - Library Director
  - Timeline – 2019-2022

#### 4) Community Outreach

*Project Leader:* Library Director

*Purpose:* Provide library services that are all inclusive to the community; but especially underserved or underrepresented groups in the Manchester-Shortsville community (seniors, homebound, poor, homeschooled, general community-patrons/non-patrons, veterans, [people speaking English as a second language \(ESL\)](#), [people lacking home computers and internet access](#)).

*Measurement:* The Library Director will hold at least (8) programs or activities/ year that look to serve the above mentioned groups. The Library Director will report back to the Library Board after these specific programs or activities have taken place in order to assess their full impact on the community.

*Action steps:*

- Action Step One - Collaborate with other local organizations to provide needed services
  - Team—Library Director
  - Timeline - 2017 - 2022
- Action Step Two - Provide reading materials to residents of Friendly Village, Pre-schools, Senior Centers, and other groups.
  - Team-Library Director
  - Timeline-2017–2022
- Action Step Three - Work with Town & Village of Manchester & Village of Shortsville to create a community calendar (quarterly) that will serve as a reference for all community activities/events.
  - Team-Library Director
  - Timeline - [2021-2022](#)

#### 5) Increase Library Access

*Project Leader:* Library Director, Library Board

*Purpose:* Provide greater access to the library's facility and resources

*Measurement:* The Library Director and Library Board will complete at least (1) project/year that will increase patron access to the library's facility and resources. [See also Goal #1 for increasing access long term.](#)

*Action steps:*

- Action Step One- Increase Hours throughout the week where possible (e.g. Sunday Hours)
  - Team - Library Director, Library Treasurer
  - Timeline-2017-[2021](#)
- Action Step Two- Increase Internet Bandwidth
  - Library Director, Library Treasurer, Library Board
  - Timeline-2017-2022 - [Completed in 2018](#)  
(as needed based on increased use and current recommendations)
- Action Step Three-Increase Visibility within the community using signage and other advertising.
  - Team - Library Director
  - Timeline - 2017-2022