

**WATKINS GLEN CENTRAL SCHOOL DISTRICT FREE PUBLIC LIBRARY
STRATEGIC PLAN 2024 – 2027**

ADOPTED BY THE BOARD OF TRUSTEES ON DECEMBER 13, 2023

	GOALS	ACTIONS	MEASURES	TIMELINE
STAFF AND VOLUNTEERS				
GOAL 1	Develop and support library staff.	<p>Expand staff hours and/or job descriptions.</p> <p>Encourage staff to attend four (4) hours of continuing education workshops per year, either virtual or in-person.</p> <p>Request all staff to attend STLS' Annual Continuing Education Day. Offer mileage reimbursement and pay if they are not scheduled.</p>	<p>Maintain a 75% staff retention rate.</p> <p>Maintain, at a minimum, hourly wages greater than 15% above New York State Minimum Wage requirements.</p> <p>Provide Certificates of Completion to staff who attend continuing education workshops.</p>	<p>Long-term</p> <p>Ongoing</p>
GOAL 2	Develop and foster the library's volunteer program.	<p>Budget for and fund a volunteer coordinator.</p> <p>Offer training for volunteers to work independently of library staff.</p> <p>Expand hours of operation to include volunteer-run evening hours.</p> <p>Establish a Parent/Child volunteer program where children ages 10 and up can volunteer with a parent or guardian present.</p>	<p>Schedule and maintain volunteer-operated hours.</p>	<p>Long-term</p> <p>Ongoing</p>
GOAL 3	Foster relationships with Friends of Watkins Library (FOWL).	<p>Appoint a WGPL Board of Trustees representative to attend FOWL Meetings.</p> <p>Promote FOWL using library resources.</p> <p>Host FOWL-sponsored events.</p>	<p>Trustee attendance at FOWL meetings.</p> <p>Host a minimum of two (2) FOWL-sponsored events per year.</p>	<p>Short-term</p> <p>Ongoing</p>

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COLLECTIONS DEVELOPMENT				
GOAL 1	Maintain and enhance well-developed collections that promote reading for enjoyment and personal growth.	<p>Collect recommendations from patrons and staff for consideration of monthly purchases.</p> <p>Involve student volunteers in juvenile and young adult purchasing.</p> <p>Create a Google Form that patrons can use to make online recommendations.</p>	<p>Maintain or increase annual circulation statistics.</p> <p>Was the community informed that patrons can make collection recommendations?</p>	Ongoing
GOAL 2	Promote diversity, equity, inclusion, and accessibility within all collections.	<p>Incorporate new diverse and inclusive titles into the children’s collection.</p> <p>Incorporate new diverse and inclusive titles into the adult, young adult, and non-fiction collections.</p>	<p>Add ten (10) new DEIA titles into the children’s collection per year.</p> <p>Add ten (10) new DEIA titles into the adult, young adult, and non-fiction collections per year.</p>	Ongoing
GOAL 3	Expand Large Print, audiobook, and graphic novel collections.	<p>Increase the number of Large Print purchases monthly.</p> <p>Increase the number of audiobook purchases monthly.</p> <p>Expand juvenile and young adult graphic novel sections.</p>	<p>Total amount of Large Print purchases annually compared to previous year.</p> <p>Total amount of audiobook purchases compared to previous year.</p>	Ongoing
TECHNOLOGY				
GOAL 1	Enhance available public-facing technologies.	<p>Upgrade the remaining public and staff computers to newer devices.</p> <p>Purchase laptops for in-house patron use.</p>	<p>Eliminate the use of existing NComputing thin clients.</p> <p>Maintain or increase annual computer use statistics.</p>	Long-Term Ongoing

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GOAL 2	Continue to provide connectivity resources outside of the library.	Increase the number of Mobile WiFi Hotspots available for patrons to borrow. Promote the Telehealth Kit using local newspapers.	Increase circulation statistics of Mobile Hotspots. Increase in circulation statistics of the Telehealth Kit.	Short-term Ongoing
GOAL 3	Promote the library's digital resources.	Host digital resource-focused workshops (eg. Libby, STARCAT).	Program attendance. Host a minimum of two (2) digital resource-focused workshops per year.	Ongoing
PHYSICAL SPACE				
GOAL 1	Ensure that the function and appearance of the building and grounds are well maintained.	Create a Facility Assessment Checklist. The Board of Trustees will complete an annual walkthrough in September of each year to identify and address facility needs. The Library Director and Board of Trustees will conduct a periodic risk assessment to identify and remediate hazards.	Was the checklist created and implemented? Were there periodic risk assessments performed?	Long-Term Ongoing
GOAL 2	Maintain, improve, or reconfigure physical space to meet changing community needs.	Provide greater access to electrical outlets for power. Replace the New Adult Fiction bookcase with a taller bookcase that is more accessible for browsing needs.	Purchase portable power stations to increase access throughout the space. Invest in furniture OR reorganize in a way that makes outlets available near seating areas Was the Adult Fiction bookcase replaced?	Short-term Long-term
GOAL 3	Develop and share an Emergency	Draft an Emergency Preparedness Plan by December 2024.	Was the plan drafted by December 2024? Did the Board finalize	Long-term

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	Preparedness Plan.	Review with the Board of Trustees and finalize by March 2025. Present finalized plan to staff and volunteers. Conduct periodic emergency drills.	the plan by March 2025? Was the plan presented to relevant parties? Were emergency drills conducted?	
GOAL 4	Improve patron comfort throughout the facility and grounds.	Install indoor or outdoor drinking fountain with option to fill water bottles. Replace upholstered seating with comfortable chairs that are easy to clean. Replace old computer chairs.	Was furniture replaced? Was the drinking fountain installed? Collect anecdotal feedback from patrons. Collect feedback from staff on use of space.	Long-term
GOAL 5	Continue to grow a dedicated teen space.	Provide comfortable seating and work space in the teen area. Collect feedback from teens.	Replace inaccessible furniture with furniture that is ADA-compliant. Collect staff feedback on use of teen space.	Long-Term
GOAL 6	Expand physical and/or outdoor space if opportunities arise.			Long-term
PROGRAMS AND SERVICES				
GOAL 1	Increase facility accessibility for the community.	Expand hours of operation. Develop a new Community Room Policy that allows the conference room to be available outside of open hours.	Increase open hours to a minimum of 40 hours per week. Statistical count of patrons that use the library during added hours.	Long-term

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			Increase in number of patrons or groups using the conference room.	
GOAL 2	Continue providing excellent customer service.	Collect feedback on programs and events using evaluation forms or surveys with rating systems.	Survey feedback Online reviews Anecdotal feedback	Ongoing
GOAL 3	Promote the Public Access Law Library.	Continue to update the Public Access Law Library binder with relevant information, as needed. Promote the Law Library in local newspapers and social media.	Submit two (2) advertisements to print newspapers per year. Utilize both free and paid social media promotion.	Ongoing Short-Term
GOAL 4	Improve public access to local or regional museums and educational institutions.	Maintain access to passes for the Museum of the Earth/Cayuga Nature Center, Corning Museum of Glass, and the ScienCenter. Consider adding other local or regional passes as they become known. Maintain Empire Pass access.	Increase the number of Empire Passes available for checkout. Increase in circulation of passes.	Ongoing Short-term
GOAL 5	Expand senior services and programming.	Strengthen partnerships with local organizations serving seniors. Invite organizations to host senior-focused programs at the library. Expand off-site programming.	Program co-sponsorship opportunities. Offer a minimum of 2 (two) basic technology programs per year.	Long-term Ongoing
GOAL 6	Offer non-traditional library services.	Offer Notary services to the public during business hours. Advertise Notary services throughout the community.	A minimum of one staff member became a Notary. Are patrons using the Notary service?	Short-term Long-Term

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		Create a “Library of Things” that patrons can borrow from, featuring unconventional items including but not limited to: bakeware, sports equipment, technology, and more.	Circulation statistics and anecdotal feedback for the Library of Things. Are we reaching a different segment of the population?	Ongoing
GOAL 7	Increase use and support of the library among diverse populations, particularly populations not currently using the library.	<p>Increase the number of library cardholders annually.</p> <p>Promote the library’s conference room as a private meeting space available to the public.</p> <p>Support homeschooling families in the community by offering educational programs throughout the year.</p> <p>Increase visibility by attending community events.</p>	<p>Monthly registration statistics provide quantitative data for new cardholders.</p> <p>Have we had an increase in use in the 18-29 year old population?</p>	Ongoing
GOAL 8	Increase marketing opportunities to drive awareness and program attendance.	<p>Expand the library’s publicity and advertising budget.</p> <p>Utilize local newspapers more efficiently and regularly to reach non-Internet users.</p>	<p>Increase in program attendance.</p> <p>Was the maximum capacity for program attendance reached? (For programs that have space limitations).</p> <p>Increase in social media statistics.</p>	Long-term