

**Ewell Free Library
Long Range Plan
2019-2023**

Mission Statement

The Ewell Free Library exists to provide free and equal access to quality library resources for the residents of our community.

Vision

The Ewell Free Library seeks to be an essential and vibrant part of its community by providing opportunities for learning, recreation, and personal growth; keeping pace with technological changes; and always striving to meet or exceed patron expectations.

Core Values

The Ewell Free Library will:

1. Provide open, equal, and free access to information in accordance with the American Library Association's *Library Bill of Rights*.
2. Deliver timely, confidential, and customer-oriented service to meet the informational and educational needs of the community.
3. Promote lifelong learning by encouraging all children and adults in the enjoyment of reading and discovery.
4. Contribute to the region's economic vitality by assisting individuals, businesses, and government as they pursue better jobs and economic growth.
5. Create and maintain an environment that attracts, develops, and encourages a diverse and skilled staff.
6. Listen to the community in pursuit of the Library's mission.
7. Manage resources effectively and be accountable to its funding sources.
8. Pursue the private and public funding necessary to fulfill the Library's mission.

Goals, Objectives, and Action Steps

GOAL: To provide library materials in a variety of formats to serve the informational, educational, cultural, and recreational demands of the community

OBJECTIVE: To maintain an up-to-date and relevant collection of materials, items, and/or equipment to meet patron and community needs

ACTION STEPS:

- Use surveys, patron suggestions, and other means to identify items that the community would like added to the library's collection
 - Determine what items so identified would be beneficial to the community and enhance the library's collection
 - Search for viable means of acquiring them, seeking additional funding from outside sources if needed
- Use circulation and usage statistics to ensure recent purchases and collection additions are meeting patron needs
- Continue to regularly weed out the collection at least once yearly, removing items that are outdated, worn out from use, and/or no longer in demand
- Replenish collection by replacing lost or damaged items, or those that have exceeded their shelf life in the collection, but which are still in demand

GOAL: To encourage library use by current and future patrons

OBJECTIVE: Use community partners to advertise the library's programs and services

ACTION STEPS:

- Submit monthly articles to the Alden Advertiser about library programs and services, as well as individual articles highlighting special events and/or programs
- Take programming flyers to local schools, preschools, daycares, and the senior/recreation center for distribution

OBJECTIVE: Use technology (social media, the library's page on the Buffalo & Erie County Public Library website, Association website, and Association email newsletter) to highlight library programs and services and to keep the public informed about issues concerning libraries

ACTION STEPS:

- Keep programming information on Facebook page, B&ECPL website, and Association website up-to-date
- Post information on Facebook relevant to the library and library concerns (ex: contacting legislators about library funding, supporting the library through Amazon Smile, etc)
- Send out monthly Association newsletters to members via email to highlight programs and share information relevant to library and Association members

OBJECTIVE: Increase in-house marketing of the library's collections and services

ACTION STEPS:

- Create monthly displays to highlight adult, teen, and juvenile materials in a wide variety of genres
- Post flyers prominently in the library to advertise programs
- Regularly re-evaluate placement of collections and re-organize as needed to ensure materials have greater visibility and are convenient for browsing
 - 2019: re-organize teen nonfiction collection to create categories

OBJECTIVE: Increase number of library programs by 5% by the end of the plan period, providing programming options for all age groups (pre-K, elementary, pre-teen, teen, and adult)

ACTION STEPS:

- Use program evaluations and patron suggestions to assess current programming and find new ones to add
- Utilize the talents and abilities of staff and volunteers to add new programs

GOAL: To keep staff members and trustees current with changing technology, community needs, and latest ways of finding and providing information

OBJECTIVE: To ensure that library staff stay current with B&ECPL system technology as well as trends and innovations in library services

ACTION STEPS:

- Send staff members to available system training, with the understanding that those members who attend will disseminate information learned to staff members who do not
- Encourage staff members to attend workshops, conferences, and utilize online training and workshops to stay current with information services trends and techniques
- Maintain staff memberships in relevant library associations (ALA, NYLA, WNYLRC) and encourage those members to take advantage of the training those groups offer when possible

OBJECTIVE: Trustees will complete a minimum of 2 hours of trustee education a year every year, starting during their first full year term as a trustee

ACTION STEPS:

- Trustees will attend Association of Contracting Library Trustee (ACT) Meetings, and/or complete yearly training in other methods that satisfy state requirements for trustee training

GOAL: To maintain a safe and welcoming environment for Library patrons and staff

OBJECTIVE: To ensure that the library facility is safe and secure for patrons and staff

ACTION STEPS:

- Board and staff will annually assess the physical space and condition of the library facility to determine what improvements and renovations are needed
 - 2019: new roof on library addition; new carpeting everywhere but children's room
- Facility interior and exterior signage will be regularly assessed to determine its effectiveness and changed as needed to enhance patron experience

OBJECTIVE: To ensure that the library's interior is arranged in a way that best meets patron and staff needs

ACTION STEPS:

- Explore new ways of rearranging the library's collection to enhance patron experience and increase circulation
- Consider addition of additional or replacement furniture to enhance patron comfort

OBJECTIVE: To ensure the library's exterior is attractive and well-kept year-round

ACTION STEPS:

- Partner with the Alden Garden Club to enhance the library's landscaping
- Work with custodial staff to ensure library lawn is kept trimmed and its sidewalks are cleared and in good condition

OBJECTIVE: To emphasize customer service for the library's patrons and community

ACTION STEPS:

- Work with staff to ensure that all patrons—in the library, on the phone, via email and social media, and during outreach—are uniformly served in a friendly, respectful, and helpful manner

Adopted by Alden Ewell Free Library Board of Trustees on April 15, 2019