

**Long Range Plan**  
**Clarence Public Library**  
**2016 – 2021**

**Mission Statement**

The Clarence Public Library is dedicated to providing opportunities for learning, recreation and personal growth for all the people of the Town of Clarence through the resources of the Clarence Public Library and the Buffalo and Erie County Public Library System of Western New York.

**Goals:**

The following five goals have been selected for the plan of service period 2016-2021:

- I. **Resources – Children, teens and adults will have engaging resources to satisfy their curiosity, explore topics of personal interest, and provide pleasurable reading, viewing and listening experiences.**
  - 1.1 Provide surveys annually to ascertain the quality of materials and the ease in which patrons were able to find the materials they were looking for at the Clarence Public Library.
  - 1.2 Increase collections that reflect the wants and needs of the community.
  - 1.3 Increase patrons’ awareness of the accessibility resources owned and available for use by patrons at the Clarence Public Library, including access to the NYS Talking Book and Braille Library, the use of the Pebble hand-held reading device and the Optelec Magnifier. Assess the need to purchase and/or update accessibility equipment as needed.
  - 1.4 Increase patrons’ awareness of the resources available in the Clarence Library’s Local History Collection and work with the Clarence Historical Society to provide attractive displays in the library that reflect the rich history of the Town of Clarence.
  - 1.5 Increase patrons’ awareness of the availability of electronic databases and downloadable audio, video and e-books available through the Library System.
  
- II. **Education – Children, teens and adults will have materials that will promote and expand literacy.**

- 2.1 The library will encourage young children (ages 5 & under) to develop a lifelong interest in reading and learning by providing services to children and their caregivers, as well as providing access to materials (both print and electronic), services and programs designed to make certain that children will enter school ready to learn.
- 2.2 Conduct a survey annually to assess the quality of early literacy programs provided by the Clarence Public Library.
- 2.3 Continue to offer programs for children ages 6-12.
- 2.4 Work with the Clarence School District to ensure the Clarence Public Library is providing access to current materials, services and programs designed to support the current curriculum for students from the elementary through the high school level; on an annual basis, assess both fiction and non-fiction collections for students from the elementary through the high school level.
- 2.5 Increase number of programs offered to teens (ages 13 and older).
- 2.6 Provide an annual survey to teens to ensure that programs and materials offered to teens are very good or excellent.
- 2.7 Continue to offer quality programs for adults and provide appropriate materials.
- 2.8 Provide an annual survey to adults to ensure that programs and materials offered to adults are very good or excellent.
- 2.9 Support individuals of all ages in their pursuit of lifelong learning.

III. **Technology – The Clarence Library will recognize and support the increasing demand for technology.**

- 3.1 As part of System-wide resource sharing with the Buffalo and Erie County Public Library System, the Clarence Library will provide its patrons with the following:
  - Broadband internet access through public workstations with appropriate and state of the art software and optimal performance platforms for patrons.
  - High-speed access to the resources available on the Internet.
  - Continue to provide technology needed to survive and thrive in the digital world.
- 3.2 Utilize updated technology to enhance customer service and maximize staff efficiency.
  - Continue to provide updated technology classes and one-on-one technology training sessions to patrons.
  - Provide opportunities for technology training for staff and upgrade outdated technology equipment as needed. Continue to update Clarence Library web page to promote programs and services.

- Survey staff to assess technology training needs; provide opportunities for training as needed.
- Upgrade Clarence Library meeting room technology with state of-the-art sound and projection system and smart board technology.

IV. **Community Outreach – The Clarence Library will be visibly active as it works toward increasing awareness, inclusivity, relevance and value in our community.**

- 4.1 Increase outreach and attendance at community events (e.g. Day in the Park, Winterfest).
- 4.2 Increase outreach to local schools, day care facilities, nursing homes, senior retirement communities and the Clarence Senior Center.
- 4.3 Maintain and work to increase community partnerships and collaborations.
- 4.4 Program attendees will be surveyed to ascertain what types of future programs they would like offered at the Clarence Library.
- 4.5 Continue to provide a welcoming atmosphere for our community; survey patrons annually to ensure our collections reflect the diverse needs of the community.
- 4.6 Continue to maintain a presence in the media—local newspapers, school newsletters and social media for promoting Clarence Library programs and events.

V. **Space – The Clarence Library will provide a welcoming physical and virtual environment.**

- 5.1 The Clarence Library will provide an atmosphere that is safe, clean and well kept.
- 5.2 More patrons will utilize our web page and social media site to find information about our programs, services and events; staff will keep up with current trends such as digitization of special collections, trends in literacy and STEAM/STEM initiatives and Maker Space movements.
- 5.3 The Clarence Library will conduct a physical space study of the facility to assess how it can achieve the greatest flexibility in physical layout, accommodate diverse functions and remain a comfortable and attractive destination for families, children, teens and adults. It will recognize the evolving role that the public library plays in creating collaborative workspaces as a hub for education, work, health, and entertainment.
- 5.4 The Clarence Library will maintain a visible and viable presence in the Clarence community and will continue to plan for the diversification of the services and experiences it offers as community needs evolve.
- 5.5 The Clarence Library will provide meeting spaces to be used by community groups and for programs and activities of interest to the community.
- 5.6 A Children’s Reading Garden has been designed and will be completed along the west side of the Clarence Library.
- 5.7 Reassess the Children’s Reading Area for space and functionality.

### **Clarence Public Library Board of Trustees Goals**

- I. Secure adequate sustainable funding for the implementation of the goals as listed above.
  - 1.1 Support the Buffalo and Erie County Public Library Board of Trustees in their ongoing effort to obtain funds in the Erie County annual budget and maintain and enhance library services to meet community needs.
  - 1.2 Board will keep abreast of emerging library trends.
  - 1.3 Encourage ongoing donations to the library, including memorials.
  - 1.4 Promote public awareness of the Clarence Library's services and needs.
  
- II. Encourage community involvement in the library
  - 2.1 Support and encourage library volunteers and the Friends of the Clarence Library.
  
- III. Financial – provide fiduciary oversight of the Clarence Public Library.
  - 3.1 Prepare and adopt a written annual budget as prepared by the Library System.
  - 3.2 Review monthly disbursements and receipts of the Clarence Library accounting funds.
  - 3.3 Approve appropriate use of funds (grants, donations, etc.).
  
- IV. Conduct an annual evaluation of the Director.
  
- V. Monitor condition of building, grounds, access, parking and signage.

*Approved by the Clarence Public Library Board of Trustees  
February 22, 2016*