

Long Range Plan Clarence Public Library

2022-2027

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.

Vision:

The Clarence Public Library is deeply rooted in the community and fosters the development of a literate and informed citizenry. The library will be a welcoming place where all residents of the Town of Clarence and County of Erie have free, equal and open access to cultural, recreational and informational resources.

Core Values

- Respect – Practice civility and inclusion in our actions and attitudes; value, support and respect all customers and staff.
- Excellence – Strive for superior performance and to maximize user experience through collaboration, teamwork, training and enthusiasm.
- Accessibility – Ensure availability and ease of access to library services for all people.
- Dependability – Provide library services in a consistent, reliable, trustworthy and responsible manner.

Goals:

The following five goals have been selected for the plan of service period 2022-2027:

- I. Welcoming Facility
- II. Resources for Education and Learning
- III. Technology and Innovation
- IV. Partnerships
- V. Adaptability

Goal I – Welcoming Facility

The Clarence Public Library will provide a welcoming and relevant public space for the community.

Objectives

- Continue to work with the Town of Clarence to ensure the Library grounds remain a visually beautiful, safe and welcoming environment for residents and patrons alike to be proud of and enjoy.
- Continue to pursue and utilize grant funding for capital improvements to this beautiful building. An example of this type of funding is the New York State Library Construction Grant program: <https://www.nysl.nysed.gov/libdev/construc/>
 - Examples of this type of capital improvement could include but are not limited to window replacements, HVAC/Boiler replacement, automatic doors, installation of a generator, and lighting upgrades.
- Periodically evaluate library traffic, shelving flow and space usage to improve patrons' experience.
 - Investigate if free shareware or virtual room design software is available to visualize ideas.
- Continue to develop creative ways to incorporate greater usage of outdoor spaces for library programming, including the Children's Reading Garden.
- Continue to collect, review, use and report circulation and other usage statistics as a measure of patron satisfaction.
- Periodically survey the community and elicit patron suggestions and recommendations that address evolving community interests.

Goal II – Resources for Education and Learning

All patrons of the library will have equal access to resources to satisfy their curiosity, explore topics of interest and foster literacy and lifelong learning. The Clarence Public Library will provide materials and opportunities that will promote and expand literacy to children, teens and adults.

- Objectives
 - Survey the community and elicit patron suggestions and recommendations that address evolving community interests and expectations for library services.
 - Utilize circulation and usage statistics to assist in making decisions for collection purchases as well as development of programs.
 - Continue to regularly weed the library collection to keep materials up to date and in good condition.
 - Continue to prioritize accessibility and disability inclusion to create a library that can be enjoyed by more people.
 - Assess current accessibility resources available at the library and update as needed.

- Continue to check Clarence Public Library web page for accessibility; update page to incorporate patron feedback.
- Continue to work with organizations to learn more about the needs in the community.
- Continue to provide curbside pick-up.
- Promote the library's STEM Kits and Library of THINGS to increase visibility and circulation of these items.
- Utilize the talents and interests of staff for the addition of new and innovative library programming.
- Provide materials and programming to help ensure children develop a lifelong interest in reading and learning.
- Conduct surveys and elicit feedback from parents to assess the quality of early literacy programs provided by the Clarence Public Library.
- Continue to offer programs for school-age children and teens. Survey and elicit patron feedback on the quality and interest in specific types of programming.
- Provide training sessions to students as well as adults on how to use the library's online catalog and databases.

Goal III – Innovation and Technology

The Clarence Public Library will advance and strengthen staff role in the use of technology and strengthen technology skills to engage successfully with the public and will provide the public with high-speed, broadband Internet access and state of the art software and technology platforms.

- Objectives
 - Staff will attend technology training sessions/classes both to improve and update technology skills.
 - The library will increase equitable access to digital knowledge through library-centered media streaming platforms for digital content and services.
 - Elicit feedback from patrons and staff to assess technology training needs; provide opportunities for training as needed.
 - Continue to offer computer and technology training opportunities to patrons.
 - Continue to offer and promote virtual programs, meetings and seminars as needed and requested.
 - Investigate and develop a plan for a Makerspace within the library where patrons can use a variety of tools to create their own content.
 - Research potential grant sources to help fund and equip the new Makerspace.
 - Explore equipment such a laser cutter, 3-D printer, computer coding software, STEM Robotic kits, sewing machine, and a Cricut maker.
 - Evaluate and add to the hands-on STEM materials for use in the library.

Goal IV - Partnerships

The Clarence Public Library will maximize visibility to promote the library.

- Objectives
 - Strengthen advocacy and library presence in the community by increasing outreach efforts and attendance at community events.
 - Engage with local leaders and elected officials.
 - Continue to maintain the library's presence on social media as well as the Clarence Bee and other local newspapers and local news outlets.
 - Continue to offer the library's community room to groups and organizations and provide a welcoming atmosphere for the community to reflect its diverse needs.
 - Continue to participate on the Community Advisory Board with the Clarence School District's Family Support Center and work with community partners to bolster and maintain effective and relevant services and reinforce the library's presence as a hub of the community.
 - Work with partners to create a Task Force to promote the library to all members of the community.
 - Develop creative ways to increase public interest in the special collections housed at the Clarence Public Library
 - Collaborate, for example, with the Historical Society of Clarence, the India Association and the Chinese Club of WNY to provide attractive displays in our showcases and, when possible, develop community programs with these organizations
 - Work with the Clarence School District to ensure the Clarence Public Library is providing access to materials, services and programs designed to support the current curriculum for students from the elementary through the high school level.
 - Partner with both the Clarence School District and families of Homeschooled students to provide class visits and tours of the library.

Goal V – Adaptability

Clarence Public Library Board of Trustees will keep current on emerging library trends and continue to adapt and evolve to foster a sustainable future for the library.

- Objectives
 - Ensure financial responsibility
 - Practice due diligence and make sure reporting needs are being met in a timely manner and that information is posted on the library web site.
 - Maintain transparency and accountability
 - Secure adequate sustainable funding for the implementation Long-Range Plan goals as listed above.

- 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.
- Encourage ongoing donations to the Clarence Public Library, including memorials.
- Provide fiduciary oversight of the Clarence Public Library.
 - Prepare and adopt a written annual budget as prepared by the Library System.
 - Review monthly disbursements and receipts of the Clarence Public Library accounting funds.
 - Approve appropriate use of funds, including grants and donations.
- Encourage community involvement in the library.
- Continue to support the Friends of the Clarence Public Library and its library book sales and other fund raising opportunities; support and recruit competent and dedicated group of volunteers for the library.
- Conduct an annual evaluation of the Director.
- Monitor condition of building and grounds.
- Update existing policies as needed/scheduled and create new policies as situationally appropriate and/or required. (e.g. A Comprehensive Emergency Management/Disaster Policy).
- Trustees will complete a minimum of two hours of trustee education per year.
 - Trustees can attend the Association of Contracting Library Trustee (ACT) meetings and/or complete yearly training on applicable topics to satisfy New York State requirements for trustee training.

Adopted by the Clarence Public Library Board of Trustees, February 28, 2022