

Long Range Plan of Service

2022-2026

Town of Collins Public
Library
2341 Main Street
Collins, New York 14034

December 2021



Vision Statement

The Town of Collins Public Library *pursues* its development into a major educational, technological, arts, and cultural institution within the greater Collins/Gowanda community. We strive to become ever more rooted within our community, and to serve that inclusive *population* with excellence.

Mission Statement

To provide an opportunity for learning, recreation, and personal growth for all the people of the Town of Collins through the resources of the Collins Public Library and the Buffalo and Erie County Public Library System.

To apply traditional expertise and technology for equal access to quality library services, materials, and facilities.

To help the library keep on track with accomplishing the goals laid out in this plan, the Board and Director will conduct an annual review of the prior year's progress sometime in the first 6 months of the year.

Collins Library Core Values

- **Literacy and Learning**- empowering others to improve themselves, increase their knowledge and realize their potential.
- **Service** - creating and maintaining a library that is user-friendly, courteous, and approachable; and measuring all projects and plans in terms of service.
- **Equity of Access** - providing access to recorded knowledge for any and all who seek it.

Goals, Objectives, Action Steps, and Evaluation

Goal I. Secure funds for the implementation of the library's goals.

Objective A.

Support the Buffalo and Erie County Public Library (B&ECPL) Board of Trustees in their ongoing strategy to encourage the County of Erie and State of New York to fund libraries at a sustainable level.

Action Steps:

- Regularly reach out to local, county, and state representatives to share library successes, and how the funding they support aids libraries in providing services to their constituents and communities.

Objective B.

Work with the Town of Collins to budget funds for maintenance and improvement of building and grounds, in alignment with Goal VI.

Action Steps:

- Regularly review library facilities and submit to the Town during the annual budgeting process list of projects and timelines, preventing and remediating building problems large and small.
- Participate in grants and locate co-funding opportunities.

Objective C.

Encourage donations of memorials and other gifts to the Library, and support the Friends of the Collins Public Library in fundraising and other activities that support and strengthen the library's vision and mission.

Action Steps:

- Have information about donating available online and in the library.
- Send prompt thanks to all who donate to the library, and note regular donations.
- Support the Friends of the Library meetings facilitate their fundraising and encourage their growth.

Objective D.

Continue to seek grants and other outside funding for materials and programming.

Action Steps:

- Seek and apply for proper grants.

Goal II. Offer quality information service by providing library materials in a variety of formats for our community.

Objective A.

Maintain a quality book and materials collection.

Action Steps:

- The library features current, high-demand, high-interest materials in a variety of formats for persons of all ages.
- Regularly evaluate the collection through collection development

Objective B.

Pursue technology that can enhance library service and that is in demand with our patrons.

Action Steps:

- Maintain up-to-date technology and regularly evaluate technology currently in the library, and plan for updates the community needs as technology changes.
- Evaluate technology to be made available for patron circulation.

Objective C.

Obtain technological experiences for the benefit of the residents of our community, and maintain staff to facilitate this, and support the B&ECPL System in its efforts to provide technological services throughout the B&ECPL System.

Action Steps:

- Offer technology training opportunities for both staff and patrons by Collins and B&ECPL staff.

Objective D.

Promote new and existing technology to the community.

Action Steps:

- Promote new services such as mobile printing, free databases, and online program offerings.
- Promote technology available for in-library use.
- Promote technology available for checkout by patrons.

Goal III. Offer quality programming by providing desired programs in a variety of formats for our community.**Objective A.**

Provide programs of interest to our community that reflect their educational and entertainment needs.

Action Steps

- Offer programs in a variety of formats including in person, online, and asynchronous.
- Encourage programs that foster an interest in reading and learning for all ages, but especially children.
- Regularly review and assess programming based on community needs and input and surveys.

Objective B.

Provide program offerings for a variety of age groups

Action Steps

- Provide programs for seniors, adults, Early adults, teens, children, and intergenerational audiences.
- Provide programs in person and online, both live and asynchronous.
- Provide programming that encourages diverse cultural experiences.
- Encourage and advertise for regular and new programs.
- Evaluate what demographics we may be missing and encourage programs and participation by those groups.

Objective C.

Provide space for community specific meetings and programs by members of the community.

Action Steps

- Provide a safe and clean community meeting room.
- Encourage regular use of the meeting space by outside groups.

Goal IV. Develop partnerships within the community with local businesses and organizations, in particular the Gowanda Central School District and Friends of the Town of Collins Public Library.

Objective A.

Reach out to the Gowanda Central School District (GCSD) and partner with teachers and librarians to determine activities and materials we could provide to augment lessons and offerings, and highlight resources we offer, such as summer reading.

Action Steps:

- Provide information about GCSD residents receiving a free B&ECPL card.
- Partner with the school library on projects.
- Work with the school to obtain materials and services that supplement their curriculum, and encourage teachers and school librarians to remind students about the public library as a resource.
- Work with the technology department to encourage use of our Library's technology by students.
- Utilize students looking for volunteer hours to help in library, with technology and more.

Objective B.

Work with the Friends of the Town of Collins Public Library to develop their organization and fundraising activities.

Action Steps:

- Attend Friends meetings and plan for fundraising and activity goals.

Objective C.

Reach out to local businesses and organizations for partnerships to help determine community needs and how to foster growth in the business community.

Action Steps:

- Find at least one new organization to partner with each year.
- Partner with at least 4 organizations per year.

Goal V. Encourage the professional development of the Library staff to meet the goals of the Library.

Objective A.

The Library Director will conduct a periodic review of job descriptions and annual performance appraisals of each employee.

Action Steps:

- Hold annual staff evaluations
- Determine if changes ought to be made to job titles and responsibilities.

Objective B.

Feedback and evaluation is important in reaching goals, including for the Director.

Action Steps:

- The Board of Trustees will meet annually in the first quarter of each year to discuss and implement a feedback process for the director.

Objective C.

Maximize the opportunities for staff development through participation in workshops, meetings, and ongoing professional education.

Action Steps:

- Staff is required to complete trainings in harassment and workplace violence, along with technology annually, and will be encouraged to find others that relate to their duties.

Objective D.

Encourage staff input by periodic meetings for sharing opinions and observations, which would improve service or function.

Action Steps:

- Staff meetings or quick surveys and conversations to be held regularly.

Goal VI. Maintain the library facility, parking areas, and access.

Objective A.

Maintain communication between the Library and the Town of Collins.

Action Steps:

- Send a representative to the Town's monthly buildings and grounds meeting to make the Town aware of changes to the building and anticipated improvements.
- Be in regular contact with the Town Supervisor and Town Clerk.

Objective B.

Move toward reducing the library's carbon footprint and improving sustainability for environmental and financial goals.

Action Steps:

- Cooperate in the performance of energy audits or any energy saving measures as requested by the Central Library or the Town of Collins.

Objective C.

Provide an appealing environment and annually prioritize the refurbishment of the building interior.

Action Steps:

- The Building Committee will annually review the interior environment and recommend changes.

Goal VII. Maintain open communication between the Collins Public Library, other Buffalo & Erie County Public Contract Member Libraries and the B&ECPL System.

Objective A.

Director and members of the Board will participate in meetings with the Board members from all of the Contracting Libraries within the B&ECPL System.

Action Steps:

- Director and Trustees rotate participating in Association of Contract Libraries Trustees meetings, or other informal meetings. These meetings shall include an exchange of information, current activities, and current concerns to share ideas.

Objective B.

Support the revision and renegotiation of the contracts between the Contracting Libraries and the Board of Trustees of the B&ECPL. Review of the contract shall be an ongoing activity.

Action Steps:

- Review the contract and participate in discussions concerning proposed changes.

Objective C.

The Library Director shall attend system and managers meetings, and work to maintain a close and favorable working relationship with the B&ECPL administration.

Action Steps:

- The Director shall attend meetings of the Contracting Library Directors.
- The Director shall attend or review monthly Managers Meetings.

Objective D.

It is important to measure the growth of the library through Metrics and anecdotes in an annual report, and in showing places where improvement is necessary.

Action Steps:

- The Director shall write an annual report, which will be submitted to the Board of Trustees for approval.
- Copies will be sent to the Central Library and Supervisor of the Town of Collins.
- A copy of the report will be posted on the library's website and made available in the library.
- The report will be submitted to the New York State Department of Library Development in our state reporting.

Goal VIII. Promote public awareness of the Library's goals and services.

Objective A.

Make the public aware of the Library's goals and services.

Action Steps

- Utilize the various media to inform the public of important and upcoming events at the library. In addition, printed information on library programs and events will be made available to the public at the library.
- Maintain various social media accounts and publish programs and other information for the community through these outlets.
- Provide information on system-wide special collections and services.
- Send articles to local outlets, publish on social media regularly, and have printed flyers available to encourage patron participation.

Objective B.

Effectively communicate the Library's contributions to the community, along with goals and needs.

Action Steps:

- Develop an information brochure that could be made available to individual patrons, local organizations, Friends, etc.
- Have copies of the Annual Report available for patrons and others.

For approval at the meeting 2/3/2021.