

Long Range Plan
Grand Island Memorial Library
2017 – 2022

Mission Statement

Connecting our community members with a wide variety of free resources that enrich, enlighten and entertain.

Vision:

The vision of the Grand Island Memorial Library is to continue to be an essential and vibrant part of the Grand Island community, providing opportunities for continuous learning, and supporting the growth and integration of electronic and computer based services, keeping up with rapidly changing technology and meeting the expectations of our patrons.

Goals:

The Grand Island Memorial Library will maintain a visible and viable presence in the community and will continue to plan for the diversification of the services and experiences it offers as community needs evolve. The following five goals have been selected for the plan of service period 2017-2022:

- I. **Resources – Provide patrons of all ages with engaging resources to satisfy their curiosity, explore topics of personal interest, and provide pleasurable, reading, viewing and listening experiences.**
 - 1.1 Use surveys, patron suggestions or other means to identify materials, items and/or equipment desired by the community. Review suggestions, determine which items would be beneficial to the community, the library collection and determine if there is a means to obtain them.
(identify and obtain 2 non-traditional items to add to the library for use in the library or for loan, e.g. Virtual Reality viewer to be used with U Tube videos)
 - 1.2 Increase patrons' awareness of the availability of interlibrary loans, electronic databases and downloadable audio, video and ebooks available through the Library System.
*(computer classes, info on web site, handouts, outreach in library or off-site)
(NY Library offers movie via streaming through Overdrive, will B&ECPL be getting this?)*

- 1.3 Provide free WIFI in all areas of the library with up to date equipment and high-speed access to the resources available on the Internet
(are there other computer classes that patrons would like?)
- 1.4 Improve customer service experience/staff interaction.
(Self checkout has reduced interaction? Just like any business that deals with the public, need to make it as pleasant an experience. Don't just satisfy a customer, delight them. Staff evaluation, any training necessary? Quirky name tags with a library question (do you know what year they build the GI bridges? I can help you find the answer)

II. Library Utilization – Encourage library use by current patrons, new patrons and potential patrons

- 2.1 Increase door count by 2% by drawing in patrons.
(Baseline year 2016, use special activities like bike raffle, fliers to first graders for library cards)
- 2.2 Increase the number of programs by 5%. Provide programs for all age groups (pre-K, K-5th grade, middle school, high school, adult) and varied interests.
(Baseline year 2016, use program evaluations to assess the type and quality of programs, based on surveys suggest programs with author talks, adult crafts and genealogy)
- 2.3 Enhance Grand Island Library web site and “advertising” of programs and materials
(review other BECPL web sites, use inspiration to enhance GI's, request input from pages and other young people)
- 2.4 Use other means to “advertise” programs, activities and materials
(monthly calendar of activities, e-mail notices, facebook, articles in local papers, fliers to schools, daycares)
- 2.5 Encourage and recognize volunteer services and activities performed at/for the library.
(2017 Volunteer recognition luncheon, Outstanding Friends' member of the year, Junior Friends group?)

III. Education – Provide children, teens and adults materials that will promote lifelong learning.

- 3.1 The library will encourage young children (age 5 & under) to develop a lifelong interest in reading and learning by providing story hour and other programs for 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.

- 3.2 Continue to offer programs for children ages 6-12, e.g. Battle of the Books.
- 3.3 Coordinate with the Grand Island School District and St. Stephen's School to provide in school programs and library visits
- 3.4 Investigate programs that could be offered for teens (ages 13 and older).
- 3.5 Continue to offer quality programs for adults and provide materials appropriate, e.g. monthly book club with discussions held in the community room (*day time book club?*)

IV. **Community Outreach – The Grand Island Memorial Library will be visibly active in our community and increase awareness, inclusivity and value.**

- 4.1 Increase outreach and attendance at community events (e.g. Taste of Grand Island) (*Baseline year 2016 with one event; 2017 Mack Basketball tournament*)
- 4.2 Increase number of outreach activities to local schools, day care facilities and senior citizen facilities. (*Baseline year 2016, Director to develop working relationship with GI pre-K teacher, outreach targeting non-library users*)
- 4.3 Maintain and work to increase community partnerships and collaborations.
- 4.4 Increase presence in the media—local newspapers, school newsletters and social media for promoting Library programs and events.

V. **Space - The library will provide a welcoming physical and virtual environment.**

- 5.1 Grand Island Memorial Library will provide an atmosphere that is safe, well kept and engaging. (*Continue with library update, update signage, window treatments, landscaping*)
- 5.2 As recommended by patron surveys, explore options for providing coffee/refreshments in the library. (*Vending machines as used in other BECPL libraries?*)

- 5.3 By enhancing our web page, more patrons will utilize the web page and social media site to find out information about our services, programs and events.
- 5.3 The Library will conduct an annual assessment of the physical space and condition of the library facilities to determine if upgrades, repairs, replacements or renovations are necessary and discuss such items with the Town of Grand Island for inclusion in the town budget.
(carpeting for 2018, roof)
- 5.4 If the Town moves forward with a centrally located Community Center and if it will include a new space for a library, the Library Director and Trustees will work with the Town and B&ECPL on the needs and design for an integrated Town Library.
(Based on survey results, recommend room/space for local history collection be included in new facility)

Progress toward goals will be evaluated annually. Actions and activities that will result progress toward the goals may be added and initiated at any time.

September 7, 2017