

Hamburg Public Library

Long Range Plan 2017-2019

Mission

Connecting our diverse community with library resources that enrich, enlighten and entertain.

The following Goals and Objectives emphasize 5 key target areas: community, resources, growth and learning, innovation and technology and adaptability. Each goal will help the Hamburg Public Library to address challenges and opportunities and ensure our long-term viability.

Goal 1: COMMUNITY and OUTREACH

Strengthen community through collaborative engagement and neighborhood empowerment.

Connect people, neighborhoods and libraries:

- Make the Hamburg Public Library and the Lake Shore Public Library centers for their communities.
- Establish an ongoing outreach program to ensure the library's participation in the life of the communities and the neighborhoods we serve.
 - Establish a regular, monthly schedule of outreach efforts to community groups and community members
- Establish the Hamburg libraries as versatile community centers which will make their neighborhoods thrive.
 - Advertise the library meeting rooms to community groups
- Provide more convenience for library users

Cultivate partnerships to connect community members with information and the library's services:

- Collaborate with community organizations and schools to support the interests and needs of our stakeholders. Collaborate with schools to advertise programs for youth.
- Engage with local leaders and elected officials to support community growth and development.

Support economic development:

- Cultivate programs and services that promote local businesses
- Assist job seekers to develop skills and maximize abilities
- Increase the visibility of our libraries. Investigate a new sign for Lake Shore Public Library and establish Lake Shore Public Library as a worthy destination. Evaluate open hours (schedule) at Lake Shore. Increase hours at Lake Shore.
- Establish imaginative and innovative partnerships with local groups and events, for example, Hamburg Music Festival, Hamburg Garden Walk, Hamburg Theatre Group.
- Attend networking events of Hamburg Chamber of Commerce

Goal 2: RESOURCES

Foster and enhance access to information and ideas

Develop and provide engaging, inspiring and relevant resources for our community

- Provide equal access to all library resources
- Expand the collection, building on traditional and electronic resources, continuing the tradition of being the Peoples' University.
- Utilize and develop the talents of library staff members, support continuing education of staff

Explore and develop alternative models of access and delivery:

- Use digital communication and social media to engage with the local community and beyond
- Bring library resources to places where people live, work and play by providing alternative service options
 - For example, explore bringing services to Rosewood,
- Provide a more flexible schedule for library programs
 - For example, story hours scheduled for working parents
- Start a more comprehensive advertizing for our programs and services

Goal 3: GROWTH AND LEARNING

Stimulate and inspire learning, growth and transformation.

Strengthen reading readiness and advance educational objectives:

- Provide materials, services and programs designed to help ensure children will enter school ready to learn;
- Provide resources designed to support and strengthen the educational needs of the community

Maximize opportunities for lifelong learning, personal growth and well being:

- Champion a culture of books and reading
- Establish the library as a first source for information on daily life, living and learning;
- Re-envision programs and services to ensure a dynamic and enriching experience.

Goal 4: INNOVATION AND TECHNOLOGY

Create and promote discovery through innovation and imagination.

Advance and strengthen the library's leadership role in the utilization of technology and expansion of digital literacy:

- Adapt to new and changing technology to address community interests and needs;
- Be a catalyst for innovation and idea sharing;
- Maximize opportunities to increase digital proficiency and nurture next generation skills

Position the library as a learning lab for creativity:

- Increase staff's knowledge of technology programs that are used at local schools.
- Improve access and exposure to new and innovative technologies;
- Create engaging and interactive spaces to inspire innovation and imagination;
- Offer programs featuring innovative technologies that foster creativity and exploration.

Goal 5: ADAPTABILITY

Adapt and evolve to cultivate a sustainable future.

Maximize visibility to promote the value of the library:

- Strengthen advocacy and our presence in the community.
- Optimize communication using traditional strategies and expand the library's social media presence.
- Increase outreach to new audiences and a nontraditional venues.
- Maintain current staff level and upgrade one Librarian 1 position to a Librarian 2 position

Ensure fiscal responsibility:

- Practice due diligence and adopt board policies for financial control
- Maintain transparency and accountability
- Explore create and alternative funding opportunities.

Position the library as welcoming places:

- Create comfortable and inviting environments, providing a stimulating atmosphere to foster growth and discovery
- Provide gathering spaces that encourage positive community interaction
- Explore green initiatives to promote environmental sustainability.
- Replace HVAC system and improve landscaping and parking lot at Lake Shore Library

Develop an adaptive and responsive culture of service:

- Respond to patron needs and preferences that maximize the user experience
- Pioneer new services that transform the customer experience
- Expand and monitor the records of library programs.

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