

Hamburg Public Library

Long Range Plan 2020-2022

Mission

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

The following Goals and Objectives emphasize five (5) key target areas: community, resources, growth and learning, innovation and technology and adaptability. Each goal will help the Hamburg Public Library, which comprises the Hamburg Library and Lake Shore Branch, 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 centers for their communities;
- Continue ongoing outreach programs to ensure the library's participation in the life of the communities and the neighborhoods we serve;
 - Continue to provide a regular, monthly schedule of outreach efforts to community groups and community members.
- Establish each library as versatile community centers which will make their neighborhoods thrive;
 - Promote usage of the library's meeting rooms to community organizations and other non-profit groups.

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, in particular working with school librarians, to promote programs both in the library and at the schools to encourage reading year-round.
 - Determine their areas of study throughout the school year and focus attention on those areas ensuring the best availability of resources.
- 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 by providing employment resources both print and online. Provide help in writing a resume;
- Increase the visibility of our libraries through online/social media, and working with local businesses, public officials, and organizations to share our promotional materials (calendars and flyers);
- Install an electronic sign at the Lake Shore Branch to promote upcoming programs, a change in operational hours, and other relevant information;
- Continue partnerships with local groups and events, for example, Hamburg Holidays, Hamburg Garden Walk, Kiwanis Club of Hamburg;
- Attend networking events sponsored by the Southtowns Regional Chamber of Commerce.

Goal 2: RESOURCES

Maximize lending and use of the collection.

Work to identify organizations that could benefit from the use of a library account (agency card).

Have several ongoing displays throughout the library featuring books and materials on specific topics to promote circulation, programs, special events, specific authors, etc.

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;
- Awareness of the availability of assistive technology devices;
- Expand the collection, building on traditional and electronic resources;
- Continue to utilize and develop the talents of library staff; 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;
 - Continue to provide monthly outreach;
 - This includes: Elderwood Assisted Living Center, TLC Daycare, and The Comfort Zone
 - Continue to develop a Homebound program at the Lake Shore Branch for individuals who are unable visit the library;
- Continue to provide family-oriented programs during days, evenings, and weekends;
- Continue to aggressively promote programs and services.

Goal 3: GROWTH AND LEARNING

Stimulate and inspire learning, growth and transformation

Strengthen reading readiness and advance educational objectives:

- Provide 21st century literacies. Today's society requires enhanced skills to thrive in an increasingly information based culture. Supportive programming that targets early childhood, financial, health, and social/cultural literacies will better equip children and adult learners with the tools they need to succeed;
- Prioritize Early Literacy Services to develop lifelong readers and prepare children for school. The library provides programs, services and space designed to ensure children will enter school prepared to read and continue being successful readers throughout their lives;
 - Strengthen School Age Services to encourage reading through innovative and exciting programming for school age children;
 - Identify needs and develop or strengthen school age services to target those needs.

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.

Encourage staff growth and development:

Recognize staff contributions and provide avenues for professional development. We will work to provide our staff with the resources and education that they need to fulfill the mission of the

Hamburg Public Library and to give them the means to provide quality resources, services and programs to the Hamburg community

- Develop an environment that ensures that the work-life balance of our employees is allowing our staff to maintain a healthy and balanced life;
- Continue to re-evaluate the current staffing model continually monitoring the need for staffing changes, whether in terms of staff numbers or staff responsibilities and duties;
- Increase awareness and opportunity for professional development so that the staff maintains and enhances their skills;
- Continue that staff are aware of new opportunities and encouraged to participate in them as appropriate;
- Continue to encourage staff to bring forth new ideas for services, resources and programs in order for them to provide the Hamburg community with a positive library experience;
- Invite ideas from the staff through regular meetings.

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, with a particular focus on STEM, that are innovative and 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 nontraditional venues;
- Re-evaluate and adjust current staffing model as needed to meet the needs of the community and providing for optimal public service;

Ensure fiscal responsibility:

- Continue to practice due diligence and adopt board policies for financial control;
- Maintain transparency and accountability;
- Conclude the creation of a Friends group called Friends of the Hamburg Public Library to pursue fundraising activities and recruitment to assist in the library meeting its goals;
- Explore alternative funding opportunities;

Position the library as welcoming places:

- Create comfortable and inviting environments, provide a stimulating atmosphere to foster growth and discovery;
- Provide gathering spaces that encourage positive community interaction;
- Explore green initiatives to promote environmental sustainability;
- Replace parking lot, windows and doors, lighting, carpeting in the staff area and meeting room, tile in the staff breakroom at the Lake Shore Branch;
- Ensure ADA compliance.

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;
- Continue to solicit volunteers by partnering with the Frontier and Hamburg School districts and numerous community groups (non-profits).

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