

Cheektowaga Public Library (CPL)

Anna M. Reinstein Memorial Branch

Julia Boyer Reinstein Branch

Strategic Plan (2022-25)

Mission Statement:

To enrich the lives of Cheektowaga's diverse residents/visitors by creating and sustaining noteworthy public library services via responsive staff, pertinent collections, current technology, and online information.

The following five goals have been selected for the Strategic Plan of service period 2022-25:

Goal 1: COMMUNITY and OUTREACH

- *The CPL will strengthen community through collaborative engagement through increased library awareness, inclusivity, relevance and value in the community.*
 1. Make the CPL pertinent to the community;
 2. Continue ongoing outreach programs to ensure the library's participation in the life of the community and the neighborhoods we serve;
 3. Establish the library as a versatile community center which will make neighborhoods thrive;
 - Promote usage of the library's program room to community organizations and other non-profit groups;
- *Cultivate partnerships to connect community members with information and the library's services:*
 1. Collaborate with community organizations and schools to develop services/ collections that support the interests and needs of our stakeholders;
 2. 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;
 3. Support collaboration with partners featuring relevant, timely information such as health related resources and instruction;
 4. Explore potential opportunities with the Cheektowaga Historical Society to provide attractive displays that reflect the rich history of the Town of Cheektowaga;
 5. Build a network of volunteers via social media and engaging patrons;
 6. Engage with local leaders and elected officials to support community awareness and involvement.
- *Support economic development:*
 1. Assist job seekers by providing employment resources, both print and online;
 2. Increase the visibility of our libraries through online/social media, and working with local businesses, public officials, and other organizations to share our promotional materials;
 3. Seek out opportunities with Town events such as Polish Festival;

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Goal 2: RESOURCES

- *Children, teens and adults will have engaging resources to satisfy curiosity, personal growth and expand informational opportunities:*
 1. Evaluate collection resources for addition or retention to promote maximum use;
 2. Increase collections that reflect the wants and needs of the community;
 3. Increase community awareness of digital content (eBook, eAudiobook) available to download for free from the library web site;
 - Ensure staff knowledge of downloadable functions and services for patron assistance;
 4. Develop and provide inspiring and relevant resources to promote community engagement;
 - Provide equal access to all library materials;
 - Awareness of the availability of assistive technology devices;
 - Use digital communication and social media to engage with the local community and beyond;
 - Continue to provide family-oriented programs during days, evenings, and weekends;
 - Continue to promote programs and services.

Goal 3: GROWTH AND LEARNING

- *Learning – Children, teens and adults will have materials that will promote and expand literacy:*
 1. The library will encourage young children (ages 5 and under) to develop an interest in reading and learning by providing early literacy services to children and their caregivers, as well as providing access to materials designed to help children prepare to enter school ready to learn;
 2. Continue to offer relevant programming for school age children;
 3. Explore teen volunteer opportunities for character growth;
 4. Continue to offer quality programs for adults and provide appropriate supporting materials;
 5. Work with local school districts to ensure the CPL is providing access to current materials, services and programs designed to support the current curriculums;
 6. Re-evaluate and adjust current staffing model as needed to adapt to the needs of the community and provide for optimal public service;
 7. Maximize opportunities for lifelong learning, personal growth and well-being:
 - Foster a culture of books and reading;
 - Establish the library as a trusted source for information on daily life, living and learning;
 - Re-envision programs and services to ensure dynamic and relevant experiences.
 - Continue to utilize and develop the talents of library staff - support continuing education/professional development of staff;
 - Increase awareness and opportunity for professional development so that the staff maintains and enhances their skills;
 - Continue to ensure that staff are aware of new opportunities and encouraged to participate in them as appropriate;

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Goal 4: INNOVATION AND TECHNOLOGY

➤ *The CPL will recognize and support the increasing demand for technology access and resources:*

1. In conjunction with the Buffalo & Erie County Public Library System resource sharing initiative, the CPL will provide its patrons with the following:
 - Broadband internet access through public workstations with appropriate software and optimal performance platforms for patrons;
 - High-speed access to the resources available on the internet;
2. Adapt to new and changing technology to address community interests and needs;
3. Continue to provide updated technology classes and one-on-one technology training sessions to patrons;
4. Maximize opportunities to increase digital proficiency, support emerging technology skills and increase exposure to new and innovative technologies;
5. Increase staff's knowledge of technology programs that are used at local schools;
6. Create engaging and interactive spaces to inspire innovation and imagination;
7. Offer programs, with a particular focus on STEM/STEAM fostering creativity and exploration;
8. Acquire updated technology equipment as appropriate to support emerging technologies;

Goal 5: SPACE

➤ *The CPL will provide a welcoming physical and virtual environment:*

1. Provide a building/grounds that is safe, clean, organized, comfortable, and aesthetically pleasing;
2. Optimize communication with both in-house signage and via the library's social media presence;
3. Staff will follow service trends such as STEM/STEAM programming, Maker Spaces, literacy initiatives, etc. in an effort to keep evolving spaces to meet these trends;
4. Market the library as a destination;
5. Choose environmentally sustainable products/materials whenever possible;
6. Ensure continuous ADA compliance;
7. Explore installation of a sign on the front lawn (Harlem) to increase visibility for library;
8. Continuously evaluate the interior spaces to assess how they can best achieve the greatest flexibility for accessing the collection and to accommodate programming functions while remaining a comfortable, attractive, and open destination for visitors;

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Goal 6: Trustee / NYS Minimum Standards

- *Secure adequate funding for the implementation of goals one to five as listed above;*
 1. Support the Buffalo & Erie County Public Library Board of Trustees in their ongoing effort to obtain funds in the annual Erie County budget and maintain and enhance library services to meet community need;
 2. The Board will keep current with emerging library trends;
 3. Encourage ongoing donations to the library, including memorials;
 4. Promote community awareness of the services and needs of the CPL;

- *Encourage community engagement with the library;*
 1. Support and encourage library volunteers;
 2. Support engagement with community partners;

- *Provide fiduciary oversight of the CPL;*
 1. Review and approve a written annual budget as prepared by the Buffalo & Erie County Public Library;
 2. Review disbursements and receipts of the CPL operating and Town maintenance account funds;
 3. Approve appropriate use of operating and donated funds;

- *Monitor condition of the building, grounds, access, parking, and signage.*

- *Advocate for library visibility and resources with the Town of Cheektowaga and the greater community.*

Adopted by the Cheektowaga Public Library Board of Trustees April 20, 2022.

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