

Town of Tonawanda Public Library

Long Range Plan

2022 – 2025

This Four Year Plan was prepared by the Director of the Town of Tonawanda Public Library and the Library Board of Trustees. Together, they prepared a community survey as a part of the planning process. The survey was available online as well as in paper form at both Kenilworth and Kenmore branches.

The Town of Tonawanda Public Library's patron-driven 2022-2025 Long Range Plan is strategic, relevant, and forward-thinking. Based on current use, demographics, input from the community, research, and staff experience, we better understand how our patrons use the library and what they want from us. We will continue to provide high-quality library services through print and electronic collections, research assistance, accessible technology and successful and relevant programs for children, youth, and adults. This document will be reviewed every January by the Town of Tonawanda Public Library Board for relevance and to ensure that we are achieving our goals. Updates will be made as needed.

Library Mission Statement

The Town of Tonawanda Public Libraries serve to enrich the lives of our diverse community through the use of library materials, staff, facilities, and programs. The Town of Tonawanda Public Libraries are committed to providing open and equal access to information in a friendly, welcoming environment.

Vision

The Town of Tonawanda Public Libraries seek to be an essential and vibrant part of their community by providing opportunities for learning, recreation, and personal growth; keeping pace with technological changes; and always striving to meet or exceed patron expectations.

Goal #1: Collections

Provide library materials in a variety of formats to serve the informational, educational, cultural, and recreational demands of the community.

Objective

Continually evaluate print, audio visual, and digital collections to determine usefulness, timeliness, accuracy, and other criteria for keeping, adding to, or withdrawing from the collection.

Action Steps

Action Step 1.1: Maintain collections to provide current items that are in high demand and to collect a variety of materials in multiple formats.

Action Step 1.2: Annually monitor circulation and interlibrary loan (“ILL”) reports for user trends.

Action Step 1.3: Continue to weed outdated and/or duplicated areas of the collection as needed.

Action Step 1.4: Develop collections in areas where present resources are lacking, taking into consideration the availability of digital resources and new formats

Objective

Maximize Lending and use of the collection.

Action Steps

Action Step 1.5: Work to identify organizations that could benefit from the use of an organization library account or a deposit collection.

Action Step 1.6: Have displays throughout the library featuring books and materials on specific topics to promote circulation and supplement programs.

Action Step 1.7: Work with the Town of Tonawanda to look into the possibility of having offsite library accessibility via pick-up lockers and/or materials kiosks in Town owned buildings.

Goal #2: Programs

The Town of Tonawanda Public Library will offer educational and entertaining programs for all age groups that provide opportunities for learning and enjoyment.

Objective

Provide a variety of programs for all age groups that will meet the needs and interests of the Town of Tonawanda and greater Erie County community.

Action Steps

Action Step 2.1: Prioritize Early Literacy Services to develop lifelong readers and prepare children for school. The library will provide programs, services and space designed to ensure children will enter school prepared to learn to read and continue being successful readers throughout their lives.

Action Step 2.2: 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.

Action Step 2.3: Provide Financial Literacy Resources and Health Literacy Resources to give people the knowledge and tools to make informed and sound financial and health decisions. Make relevant information available to patrons through a variety of channels and formats. Bring in experts annually to speak at the library.

Action Step 2.4: Offer programs at offsite locations to increase awareness and to foster library/community relations

Goal #3: Technology Ensure Town of Tonawanda residents have access to established and emerging information technologies as well as opportunities to achieve digital literacy.

Objective

Provide technology to meet the essential technological needs of the community; including, but not limited to, public computers, FAX machines, printers, copiers, mobile hotspots, and Chromebooks.

Action Steps

Action Step 3.1: Continually evaluate the technology available at the library to maintain the most up-to-date hardware and software.

Action Step 3.2: Research and pursue funding opportunities to update technology equipment.

Action Step 3.3: Survey the community to see what types of technology they would like to see in the library

Objective

Promote Digital Inclusion to ensure that our community is aware of and has access to the wealth of information available through the internet. The Town of Tonawanda Libraries will provide technology programming and support to engage adolescents, teens and adults in technology based learning opportunities.

Action Step 3.3: Provide group technology classes as provided by the Central Library

Action Step 3.4: Solicit volunteers to provide one-on-one technology assistance to patrons at the library

Action Step 3.5: Continue with 'Tinker Tuesdays' to have new technological devices available for patrons to try

Goal #4: Community Outreach

Continue to ensure Kenmore-Tonawanda residents are made aware of the opportunities, resources, and programs afforded to them by the public library system.

Objective:

The Town of Tonawanda Public Library will work to bring services to neighborhoods by engaging with residents, neighbors, and the community. The library will establish itself as a community stakeholder and knowledge bank for community initiatives.

Action step 4.1: Establish or maintain a library presence at Village of Kenmore and Town of Tonawanda events.

Action Step 4.2: Connect with local schools to spread the word about the library's offerings and resources.

Action Step 4.3: Maintain regular communication about residents' wants and needs through periodic surveys, drop boxes, online Q&As.

Goal #5: Public Relations and Marketing

Library materials, services, and events are worthless if people are unaware they exist. There are many residents who are not active users of the Library who might become patrons if they were made aware of the many materials, programs, and services the Library provides.

Objective:

Build and maintain relationships with local connections to ensure coverage of library events and needs.

Action Steps:

Action Step 5.1. Contact the Town of Tonawanda Youth, Parks & Recreation (TTYPR) department to begin a dialogue with their staff about adding a Library events/ services section to the TTYPR newsletter that is emailed monthly.

Action Step 5.2. Discuss what will go into the TTYPR newsletter on behalf of the library and choose a staff member to gather events and information and create a monthly write-up to be emailed to the TTYPR newsletter staff.

Action Step 5.3. Monitor programming, new library cards and library usage asking those registering/attending where they heard about the event/program/ etc.

Action Step 5.4. Begin a new survey, specifically asking patrons where they hear about library services and events.

Objective:

Establish a library social media “brand” through major social media networks such as Facebook, Instagram, Twitter, YouTube, Goodreads, and TikTok.

Action Step 5.5. Meet with staff about social media familiarity and usage. Discuss demographics, interest levels and content ideas. “Who do we want to reach and where can we reach them?” Discuss appropriate content as well as possible positives and pitfalls in the social media world.

Action Step 5.6. Establish a plan for who will be creating the content, posting that content and a timeline for posting content regularly. (i.e. #bookfacefriday, #teenlibrary) Allow involved staff time to research what other libraries are posting and become more familiar with the social media platform they will be using.

Action Step 5.7. Schedule workshops for staff who would be creating content to ensure safe and appropriate social media usage.

Action Step 5.8. Implement the “social media” plan to begin posting

Action Step 5.9. Review social media following and library usage. “Is it working? Are we reaching more patrons?” Adjust plans as necessary.