Newstead Public Library
Long Range Plan
2020-2025

Mission Statement

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

Vision

The Newstead Public Library is a community gathering space where all citizens of the Town of Newstead, Village of Akron and all of Erie County will feel welcome. The library will be a place where all have free and equal access to cultural, recreational, and informational resources.

Core Values – R.E.A.D.

Respect – Practice civility and inclusion in our actions and attitudes; value, support and respect all customers and staff

Excellence – Strive for superior performance and maximize user experience through collaboration, teamwork, training and enthusiasm

Accessibility – Ensure availability and ease of access to library services for all people

Dependability – Provide library services in a consistent, reliable, trustworthy and responsible manner

Goal 1 Community – The Newstead Public Library is a center of the community

Objective – Strengthen community through collaborative engagements with community partners

Action Steps:

- Cultivate partnerships to connect community members with informational services
  - Continue partnership with Bank on Buffalo to provide Dolly Parton’s Imagination Library
  - Continue collaboration with Akron Market on Main to promote children’s programs
  - Cultivate new programs and services that promote local businesses
  - Collaborate with the Akron School and area pre-schools to promote library programs and encourage reading
• Continue outreach programs and services in the community
  o Read to children’s groups at One Church and preschools
  o Engage and participate in Community events

• Continue and further develop partnerships with local community groups
  o Maintain presence on Akron Newstead Alliance
  o Akron Chamber of Commerce – renew membership and engage in activities
  o Engage with local leaders and elected officials
  o Attend networking events

Goal 2 Resources – Foster and enhance access to information and ideas and programs

Objective: Develop and provide engaging, inspiring and relevant resources that address evolving community interests and expectations

Action Steps:

• Provide equal access to library resources
• Build and expand traditional and digital collections to meet demand
  o Survey community, elicit patron suggestions to identify community interests and need for materials to add to the collection
  o Use circulation and usage statistics to ensure purchase and collection additions are meeting patron needs
  o Continue to regularly weed collection
  o Replenish collection by replacing lost, damaged or worn items that are still in demand
• Explore and develop alternative models of access and delivery
  o Use social media to provide virtual programming
  o Continue to provide children’s, family, teen and adult programming in the library
  o Continue to provide curbside pickup
  o Continue and expand homebound delivery of materials
  o Bring the library to the community
    ▪ Have a presence at community events
    ▪ Participate at school open house
    ▪ Visit preschools
• Further develop and produce virtual programming
  o Utilize the talents and abilities of staff for the addition of new programs
• Promote library programs and services
  o Social Media – Facebook YouTube
  o Keep B&ECPL events page up to date
  o Email events to Akron Bugle, The Newsteader, Newstead Town Hall and Tidbits
  o Send fliers to Akron School, Pre schools, Senior Center
  o Further develop emailing list to promote events
  o Have ongoing displays within library to promote circulation, programs, events etc.

**Goal 3 Growth and Learning** – Stimulate and inspire learning, growth and transformation

**Objective:** Strengthen Reading Readiness and Early Literacy

**Action Steps:**

• Provide materials and programming to help ensure children will enter school ready to learn
• Work with the Akron School, preschools to identify needs and work to strengthen these relationships
• Provide materials/resources designed to support the Common Core Curriculum, STEM and STEAM initiatives
• Continue to evaluate and add to the hands on STEM materials for use in library
• Cultivate an enthusiasm for reading and discovery

**Goal 4 Innovation and Technology** – Advance and strengthen staff and trustees role in the use technology

**Objective:** Ensure that library staff stay current with B&ECPL system technology as well as advance and strengthen skills to engage with the public

**Action Steps**

• Staff attend System wide Staff Development Opportunities
• Encourage staff to watch the many staff training and development videos provided through the B&ECPL System
• Adapt to new and changing technology
• Offer innovative programs, with a focus on STEM

**Objective:** Trustees will complete a minimum of 2 hours of trustee education a year

**Action Steps**

• Trustees can attend Association of Contracting Library Trustee (ACT) meetings and/or complete yearly training in other methods that satisfy state requirements for trustee training.
Goal 5 – Adaptability – Adapt and evolve to cultivate a sustainable future

Objective: Maximize visibility to promote library

Action Steps

- Strengthen advocacy and library presence in community
- Expand presence on social media, have added a YouTube channel
- Explore ways to reach non library users

Objective: Ensure financial responsibility

Action Steps

- Practice due diligence
- Maintain transparency and accountability
- Continue to foster Friends of the Library Book Sales and other fund raising opportunities

Objective: To ensure that the library is a safe, secure and welcoming place

Action Steps

- Continually assess library space and condition of facility to determine what improvements need to be made
- Keep open communication with the Town of Newstead on building condition/issues
- Work closely with caretaker to ensure facility is properly cleaned and maintained
- Provide gathering spaces that encourage positive community interaction

Objective: Develop an adaptive and responsive culture of service

Action Steps

- Respond to patron needs and preferences that maximize the user experience
- Develop services/programs to enhance the customer experience

Adopted at Newstead Public Library Board of Trustee Meeting – December 9, 2020