



City of Tonawanda Library
Long-Range Plan
2021-2023

MISSION STATEMENT

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

VISION

The Vision of the City of Tonawanda Public Library is to be deeply rooted in the community: promoting partnerships, fostering the development of a literate and informed citizenry through free and equal access to cultural, intellectual, recreational and informational resources, planning for the future, and making the most effective use of taxpayer funding.

CORE VALUES

Respect

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

Excellence

Strive for superior performance and to 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

GOALS, OBJECTIVES, & ACTION STEPS

1) Offer a collection of materials in a variety of formats that are of high interest to the community.

- a. Provide feedback to the centralized Collection Development team to assist in purchasing items of interest to the community
 - i. Routinely throughout 2021-2023
- b. Survey the public to determine areas of interest for community based collection development
 - i. Develop paper and electronic survey by mid-2021
 - ii. Implement initial survey by mid-2021; revise and re-issue survey every six months as needed
 - iii. Assess response data routinely throughout 2021-2023
- c. Employ collection management guidelines for the de-selection of items to ensure the collection meets community need
 - i. Routinely throughout 2021-2023
- d. Create and adhere to a de-selection schedule for each area of the collection

- i. Develop schedule by early 2021
- 2) Provide diverse programming across all age ranges and interests.**
- a. Survey the community to determine interest in current and potential programs
 - i. Create a survey for each ongoing program by early 2021, or prior to the resumption of in-person programs
 - ii. Create a survey to determine potential program interest by mid-2021
 - iii. Routinely assess survey response data from when the survey is made available through 2023
 - b. Form a programming committee comprised of Staff and Board members to develop and assess programs
 - i. Form committee by early 2021, or prior to the resumption of in-person programs
 - ii. Committee progress will be discussed
 - c. Maintain current partnerships and identify new partnerships to strengthen and diversify library programming offerings
 - i. Identify local and regional organizations and groups whom the Library does not have a relationship and work toward accomplishing mutual goals through programming and outreach
 - ii. Update partnership directory annually
- 3) Arrange the physical library space to promote community engagement and ease of use.**
- a. Assess the location of shelving, furniture, and other items to determine functionality and usability of space for both library users and staff
 - i. Routinely throughout 2021-2023
 - b. In conjunction with collection management, assess that each collection is making the best use of shelf space and make changes as necessary
 - i. Routinely throughout 2021-2023
 - c. Develop a plan to improve library facilities by the way of purchasing new furniture and appointments
 - i. Implement changes by the end of the year 2023, as financially possible

EVALUATION

Each goal and its objective(s) shall be evaluated by the Board of Trustees and appropriate Staff on a bi-annual basis to determine if said goal and objective(s) have been completed and to check progress on those not completed.

COMMUNITY INFORMATION

Service Population - 15,130

Card Holders - 7,082

Annual Visits - 70,833

Physical Library Holdings - 29,270

Total Circulation of Holdings - 90,255

Total Program Offerings - 547

Total Program Attendance - 10,482

Adopted by the City of Tonawanda Public Library Board of Trustees at a public meeting on December 14th, 2020.