

West Hurley Public Library Long Range Plan – 2010

Approved 4/21/10

Long Range Planning Committee:

Bill Bizovi

Kara Lustiber

Phil Meagher

Dan Strickland (chair)

Table of Contents

West Hurley Public Library	Long Range Plan – 2010	1
Table of Contents.....		2
Chapter 1 The Long Range Plan:.....		3
Definitions of selected library service responses.....		4
Chapter 2 The Planning Goals:.....		5
1.0 Service Response: “Stimulate Imagination: Reading, Viewing and Listening Pleasure”		5
Long Range Goal 1.1: Increase ‘checkouts’ of library materials.		5
Long Range Goal 1.2: Enhance popular DVDs and audio books, focusing on those popular over time.		5
Long Range Goal 1.3: Lead people to items more readily.		6
Long Range Plan Goal 1.4: Identify levels/grades for children’s materials.....		6
Long Range Goal 1.5: Clarify use of ‘children’s room’ at the library.		6
2.0 Service Response: “Connect to the Online World Public Internet Access”		6
3.0 Service response: “Satisfy Curiosity: Lifelong Learning”		6
Long Range Goal 3.1: Increase number of author and expert programs.		7
4.0 Category: Communications		7
Long Range Goal 4.1: Improve communications about available library services and the contents and scheduling of library votes.....		7
Chapter 3 Planning Background.....		7
Long Range Planning Committee.....		7
Planning Calendar.....		8

Chapter 1 The Long Range Plan:

During the first quarter of 2010, the Long Range Planning Committee performed a yearly review and update of the Long Range Plan. The current yearly review consisted of compiling a list of 2009 accomplishments from Board records, looking at the yearly statistics in the MHLS Report and soliciting informal input from the library staff via the Library Director.

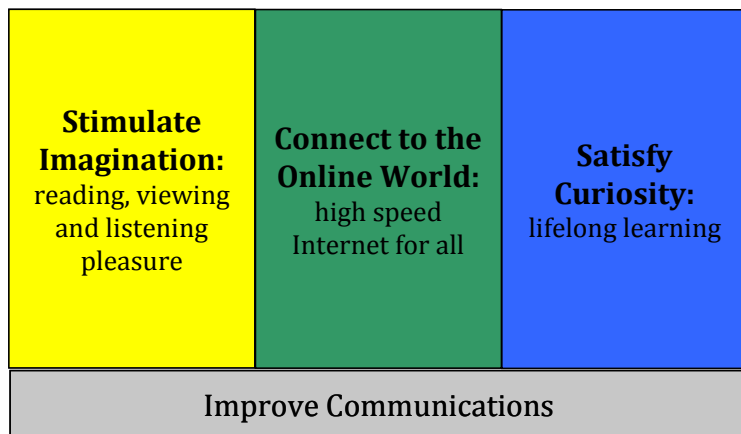
The ‘library service responses’ are potential general directions for any and all libraries as described in the planning methodology recommended by the Mid Hudson Library System. Any given library should review and then choose those few service areas that best represent the overall direction of the library.

For the West Hurley Library, it was determined that the service areas adopted in 2009 could be further refined to focus on three key response areas.

The West Hurley Library interpretation and implementation of the chosen service area responses are reflected in the long range goals which are described in later sections of this document. The Library technology plan adds further detail about how these service areas will be supported with technology.

Long Range Goals West Hurley Public Library

Long Range Plan Overview:



Long Range Goals:

- Increase ‘checkouts’
- Enhance popular DVDs and audio books, focusing on those popular over time
- Increase number of author and expert programs
- Lead people to items more readily
- Identify levels/grades for children’s materials
- Clarify use of “children’s room”

- Increase Internet throughput and access (see Technology Plan)

- Increase number of author and expert programs

- Improve communications about available library services and the contents and scheduling of library votes

above goals approved by W. Hurley Library Board April 2010

The service recommendations are contained in the following motion approved at the April 2010 Board meeting:

... that the Board adopt the West Hurley Public Library Long Range Plan 2010. This plan includes a focus on the following three service responses and a communication category over the next 1-2 years. This focus includes planning and performing actions as well as well as prioritizing the use of resources in support of these four areas.

The service responses are:

- 1- “Stimulate Imagination: Reading, Viewing and Listening for Pleasure”
- 2- “Connect to the Online World: Public Internet Access”
- 3- “Satisfy Curiosity: Lifelong Learning”

The category is:

A- Improve Communications

Definitions of selected library service responses

The following definitions of the library service responses were taken directly from MHLS training materials which in turn reference Sandra Nelson in *The New Planning for Results* (no year given).

Drive these service responses:

1. “**Stimulate Imagination: Reading, Viewing and Listening Pleasure**”
Residents who want materials to enhance their leisure time will find what they want when and where they want them and will have the help they need to make choices from among the options.
2. “**Connect to the Online World: Public Internet Access**”
Residents will have high-speed access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of the ever-growing resources and services available through the Internet.
3. “**Satisfy Curiosity: Lifelong Learning**”
Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

Source: *The New Planning for Results* (no year given) by Sandra Nelson.

In addition to the service responses, an additional category was identified that is supportive of all activities in the Library:

A Improve Communications

This category includes all means used by the Library to inform patrons and the community at large about services and programs provided.

In addition to the service responses and categories described above, the library Technology Plan which was adopted by the Board in February 2010 represents a major contribution to the Long Range Plan. It can be found on the Board website under the topic of [Long Range Planning](#).

If you wish to see more of the original methodology used to form the Long Range Plan, please refer to the file “Long Range Planning Report 2008 File.doc” in the [Long Range Planning](#) section of the Board website.

Chapter 2 The Planning Goals:

1.0 Service Response: “Stimulate Imagination: Reading, Viewing and Listening Pleasure”

Long Range Goal 1.1: Increase ‘checkouts’ of library materials.

- Note: “checkouts” represent the number of unique items checked out to West Hurley library patrons. This number includes materials received through inter-library loan. It excludes renewals, either in person at the desk or online, and excludes shipments of books out of West Hurley to other libraries.
- Examine the mix of materials being purchased as part of the materials line of the budget with an eye toward increasing checkouts.
- Examine the information communicated to patrons about available materials to assist patrons with finding materials for checkout.
- Examine usage trends in both this Library and other libraries for insight into categories of materials for our patrons.
- Budget implication:
 - none specifically for this item.

Long Range Goal 1.2: Enhance popular DVDs and audio books, focusing on those popular over time.

- Increase focus on collection of DVDs for adults
- Consider purchasing popular DVDs (such as a “DVD of the month”) as a pilot to see patron response.
 - The idea of a pilot is suggested since any action may impact the balance of materials in the budget that are purchased across the children and adult collections.
- Continue the current year-long pilot with the Playaway® format
 - Pilot target end is November 2010. Evaluate the pilot at that time.
- Improve download format availability
 - OverDrive® was implemented in the MHLS system in Jan 2010. This should resolve the concern over the need for more download formats, including formats for the iPod™.
- Set up an OverDrive Download station
 - This will allow patrons with limited network access and/or home computer knowledge to use library on-site facilities to load books onto their portable devices. Assumptions on setting up this station include that it can be done on existing hardware and that the software fee to OverDrive is in the \$250 range.
- Budget implication:
 - Recommend \$1000 increase to materials line
 - Board approved \$250, from the 2010 budget, to install OverDrive Download station

Long Range Goal 1.3: Lead people to items more readily.

- Investigate ways for patrons to know better what materials are available, especially DVDs and Playaways.
- Improve website contents and navigation based on patron feedback.
- Utilize patron training as needed to assist with using Library online resources.

Long Range Plan Goal 1.4: Identify levels/grades for children's materials.

- This item applies to identifying the grade level for materials for grade 3 and above.
- Volunteer work is currently underway to level children's materials.
- Investigate best way to communicate this information to patrons.
- Budget implication:
 - None for this item.

Long Range Goal 1.5: Clarify use of 'children's room' at the library.

- Investigate usage of the room currently designated as the 'children's room'. It seems that there are many times that the room is unused.
- Consider the use of this room as a possible meeting space. Some requests have been made to the library for a meeting space and more are expected.
- Related to this item is the need to examine the impact on staffing, use of library space and limited parking facilities. For example, some programs are run in the evening to avoid parking and space conflicts, however, this use of the library during 'off hours' has an impact on library staff, volunteers, and utility costs.
- Budget implication:
 - Consider any additional utility expense and/or staff time needed for meetings. One option is to charge the group for all or some of any additional expense.
 - Recommend freeze on purchasing any additional children's items for the room until the direction for the room has been reviewed.

Long Range Goal 1.6: Continue to update children's classics (marked complete and removed from 2010 goals)

- The focus of this item was to review and remove any older picture books. That work has been completed. Any other work on this item will be considered business-as-usual collection management.
- Budget implication:
 - None. This item is complete.

2.0 Service Response: "Connect to the Online World Public Internet Access"

Please see the library Technology Plan for information on goals and activities for expanded Internet throughput and access.

- Budget implication:
 - See technology plan.

3.0 Service response: "Satisfy Curiosity: Lifelong Learning"

There has always been implicit support for lifelong learning at the Library. In 2009, preschool story hour became a sustainable program when it was added to the staff budget, and the Summer Reading

Program was supported with a grant. It is important in the coming year to examine this topic and establish new long range goals for this area.

Long Range Goal 3.1: Increase number of author and expert programs.

- The number and popularity of patron programs has increased in 2009. Examples include increased participation in book club and movie nights as well as starting of a knitting club. Continue to look for other programs to meet the interests of our patrons.
- Budget implication:
 - None. The current programs are either contained in the budget or volunteer supported.
 - Use volunteers and self-funded events (e.g. speak for free and then sell your book)
 - Addition of more programs may result in asking the Friends for additional support.

4.0 Category: Communications

Long Range Goal 4.1: Improve communications about available library services and the contents and scheduling of library votes.

- Improve website navigation based on patron feedback
- Establish an online newsletter
- Pilot use of social networking to share information about the Library, its events and services.
- Budget implication:
 - Recommend \$200 be set aside to fund online newsletter. Website navigation improvements to be contained within existing staff time. Social networking pilots will rely on volunteers to plan, implement and maintain.

Chapter 3 Planning Background

Long Range Planning Committee

The purpose of the Long Range Planning committee (referred to as “the committee”) is to recommend to the Board a plan that looks out over a 2-5 year period for the library. Using input from the community, library patrons and library staff, the plan should define the key areas of emphasis for budget planning, programming, fund raising and communications. A major revision of the plan should occur every 3-5 years. The existing plan should be reviewed and updated yearly.

Planning Calendar

A snapshot of the current calendar used for this purpose follows:

- Jan Prepare the accomplishments for the prior year.
- Feb Review accomplishments and any new data/trends both internally (door count, circulation, any other trends data, Director's input, staff input) and externally (review any new conditions in the community including patron requests).
- Mar Prepare Goal statements and present to Library Board for their approval at the March Board meeting. Results of this Board meeting are used as input to the Budget committee.
- Apr Revise Long Range Planning Report.