Strategic Plan

Waddington Hepburn Library

January 1, 2021 – December 31, 2025

I. **MISSION STATEMENT/VISION**

In accordance with the vision of A. Barton Hepburn, the Waddington Hepburn Library will be a public gateway to educational opportunities and community improvement resources for the Town of Waddington, New York. The Waddington Hepburn Library provides popular reading material for recreation, and the Latest information technology to community residents of all ages. The library actively promotes children's interest in reading through children's programming and a strong children's collection.

II. **STAFF AND BOARD OF TRUSTEES**

Bonnie Sabatini – Library Director
Ashley Chapin – Assistant
Renee' Backus – Assistant
Tammy Harvey - Custodian

Margie Todd – President
Tom Tomlins – Vice President
Michelle Patenaude – Treasurer
Sarah Treptow – Secretary
June Dumas
Don Finen
Mark Scott
Richard Hinkle

III. **INTRODUCTION**

The Waddington Hepburn Library Strategic Plan, 2021-2025 is a guide that prioritizes the work library staff and trustees will strive for in the next five years. It was developed over a year's time with input from staff, board members, library patrons and the community.

Technology, education, and economic changes confronting us are profound and the role of a public library in the community is changing rapidly. Today's library continues to be a place where the community connects with one another and the world and where you can find actual *books* – but also eBooks, computers which access the internet, educational workshops, learning activities and so much more.

Our plan is shaped with the idea that change is inevitable, and the library must remain flexible and adapt its goals as necessary, while maintaining our core values of serving our community.

The primary contact for issues regarding this plan will be the library director.

IV. **SURVEY METHODS AND SUMMARY OF RESULTS**

Data was collected through surveys

-published in the Waddington's community newsletter, *Waddington Recorder*

- distributed at the local school

-available at the library front desk –accessible on the library website and the NCLS (North Country Library System) website

- available in self serve folders at the Neighborhood Center and Town of Waddington Municipal Office

_____ responses were received to the following questions:

Data Results

V. **GOALS**

1) Reading-
Inspire Waddington to read, view and listen to a variety of information through library partnerships, programs and promotions.

-Activity One-
Offer the community a great number and variety of library materials by continuing to maintain the library's budget and secure financial support from the Town of Waddington.
The Library Board of Trustees will negotiate with the Town Board on a yearly basis to accomplish this goal.

-Activity Two-
Increase the quantity of library materials in new and emerging formats by partnering with the North Country Library System (NCLS) to provide an online magazine collection, evaluate new formats as they become available (ex. Online music/video services or alternative eBook services); join purchasing consortiums whenever possible.
This will be the responsibility of the library manager.

-Activity Three-
Provide readers the best possible reading guidance with help from knowledgeable and friendly staff who explore ways to use various readers advisory tools (ex. Pinterest, BookPage, Fantastic Fiction).
Continue to monitor circulation and adjust to public interest and current trends.
This will be the responsibility of the library staff.

-Activity Four-
Promote the enjoyment and value of reading by:
- Continuing monthly book club meetings
- Continuing children and toddler story hours
- Providing a welcoming environment
- Distribute brochures and library card applications at school, neighborhood center and town municipal office.

This will be the responsibility of the library staff.

2) Learning-

Promote lifelong learning from birth through adulthood and establish Waddington Hepburn Library as a leading community center for early learning, where families read, play and discover together and where adults continue to learn and discover through all of life's stages.

-Activity One-

Support parents, families and caregivers in their early learning efforts by providing a welcoming, exciting environment. Examples:

- Home school support and facilitation
- Summer Reading Program
- Family Story Time (every other Wednesday, September-June). Library manager
- Maintain school connection by supporting school activities (ex. Scholastic Book Fair, library manager visits school prior to story hours to advertise planned craft and invite children to attend and distribute schedule.)
- Pre-K Story Hour (every Friday morning, September-June) featuring age appropriate books, toys and activities.
- Providing special programs during school breaks and holidays.

This will be the responsibility of the library staff.

-Activity Two-

Provide continuing education for teen and adults

- Survey families to explore optimal times and locations to meet this groups' wants and needs.
- Continue pursuit of grant opportunities for programming (ex. Tween grant for program cover topics such as cooking, self-defense & safety, robotics, hour of code, painting, hunter safety, babysitter certification and CPR training.)

This will be the responsibility of the library manager with support from the board of trustees.

3) Community-

Maintain a connection and communication with the surrounding community and provide thriving spaces where the community can gather, access library resources and share their stories.

-Activity One-

Continue to meet community expectations for open hours by developing a schedule for the library based on local demand and NCLS standards and develop a staffing and volunteer plan to support library open hours.
This will be the responsibility of the library manager.

-Activity Two-

Continue accountability to town board and community regarding library attendance, activities and budget:

- Provide written monthly report to Library Board of Trustees and Town Board
- Frequent attendance at town board meetings by library director/trustees.
- Maintain communication with town board's assigned library representative.
- Continue to provide citizen comment period during library board meetings.

This will be the responsibility of the library manager and library board of trustees.

-Activity Three-

Provide for patrons various needs for meeting places, information and programs.

- Maintain community meeting space in library's lower level for various needs (ex. supervised visitations, tax preparation, tutoring, blood drives, organization meetings, job coach meetings, library programs)
- Answering patrons' questions and when necessary referring people to appropriate agency or resource.

-Activity Four-

Provide rich experiences for the community, for example:

- Various programs (ex. fire safety, child safety, zoo, juggling, science tech, Nature Center
- Holiday parties funded by the Friends of the Library

- NCLS has a lending library for robotics, as well as links to Ancestry.com and Artist Works

4) Technology-
Continue to offer the latest in technology and high speed broadband internet access.

-Activity One-
New card training and services. When library cards are issued to new patrons, training is provided on accessing available online resources (ex. interlibrary loan, navigating library website and NCLS website, navigating the internet and using various search engines and video links.
This will be the responsibility of the library staff

-Activity Two-
Provide patrons with personal service in help with research, information and reading suggestions, technological assistance with smart phones, tablets, lap top computers and e-Readers.

- Optimize patron ability to get above-mentioned informed assistance by increasing staff technological competency through periodic updates and training through NCLS workshops.

This will be the responsibility of the library staff.

-Activity Three-

Encourage donations from public

- Provide information and reminders to use Amazon Smile
- Research installing a prominent DONATE button on the library website.

This will be the responsibility of the library staff.

-Activity Four-

Optimize the public's ability to use the library 24/7 by enhancing online services.

- Continue to maintain and develop library website
- Engage online users via social media (ex. Facebook, Instagram)
- Promote and improve mobile phone application so multiple cards can register on one app.

This will be the responsibility of the library manager.

2022 Goals