Johnstown Public Library
38 S Market St
Johnstown NY 12095

Long Range Plan of Service
2022-2026

Introduction

The Johnstown Public Library Board of Trustees and Library Director commenced the process of strategic planning in the fall of 2021. Public, patron, Library Board and staff input was obtained and used in the development of a long-range plan, which will guide the library's long-term actions and goals.

A public survey was widely released to the community, the responses to which provided a snapshot of the community's views and wants of the Library. According to the survey, the community appreciates Library staff and materials, yet desires more of all that we offer: services, programs, items for borrowing. An outdoor community space was overwhelmingly the most requested improvement.

Mission Statement

The mission of the Johnstown Public Library is to meet the community's educational and recreational informational needs, with excellent customer service, in a welcoming environment.

Vision Statement

The Johnstown Public Library envisions continuing to grow as a community center, where patrons of all ages regularly gather to be informed, educated, enlightened, and entertained by books, media, regular programming, workshops, and speakers. The library will seek and welcome new patrons, and continue to provide a rich level of professional assistance to patrons, as deemed satisfactory by the Library Board. The library will encourage reading and lifelong learning to all.

Statistics

	Budget	Holdings	Circulation	Visits
2019	$521,028	56,658	73,573	81,254
2020*	$542,965	58,689	39,115	21,802
2021*	$542,965	63,662	41,251	11,920

***** The statistics from this year were impacted by the COVID-19 Pandemic.

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GOAL 1: Rebuild patronage lost due to the Pandemic.

Objective: Remain a welcoming and inviting space.

Action Step: Prioritize customer service.
Action Step: Optimize space planning.
Action Step: Continue to offer and expand soft seating areas and work zones.
Action Step: Transform the bare basement walls with a vibrant mural.

Objective: Encourage lifelong patronage.

Action step: Revitalize storytime and increase other programming opportunities for the community's youngest readers.
Action step: Continue to focus on the "lost" library demographic of tweens, teens, and young adults, and offer activities and services that appeal to them.

Objective: Reestablish the Library as a Community Center.

Action Step: Encourage and promote use of the Library meeting spaces to outside organizations.
Action Step: Plan varied, lively, non-traditional programming that appeals to a wide community demographic.
Action Step: Continue to emphasize outreach and establish mutually-beneficial partnerships.
Action Step: Serve as a neutral, safe, communal location in which people can come together.

GOAL 2: Make the Library grounds into a functional, welcoming, educational, and appealing Outdoor Library space.

Objective: Plan and Construct Outdoor Library Space.

Action Step: Undertake Feasibility Study.
Action Step: Explore and secure funding.
Action Step: Using the Feasibility Study, put project out to bid.

Objective: Make the new Outdoor Library Space an integral part of the Library experience.

Action Step: Plan programming based around and in the Outdoor Library Space.
Action Step: Regularly and consistently publicize use of the space to the local community and beyond.
Action Step: Seek out community partners that would enhance the use of the Outdoor Library Space.

GOAL 3: Increase accessibility and preservation of the historic materials collection.

Objective: Provide continuity of and meaningful access to historic materials.

Action step: Create budget line for archival preservation.
Action step: Take inventory of and assert intellectual control over uncatalogued historic materials.
Action step: Clean, rehouse, and label historic materials.
Action step: Create finding aids or other access methods for patrons to locate materials.

Objective: Promote community and history through archival collection.

Action Step: Explore service and program options for archival collections.
Action Step: Implement services and programs based on feasibility and potential patron interest.
Action step: Promote services and/or programs in conjunction with community partners.