

Wadsworth Library

Long Range Plan

2014-2019

Adopted by the Wadsworth Library Board of Trustees
January 9, 2014

Introduction

In order to properly prepare for the future, the Wadsworth Library Board of Trustees took two steps in gathering information from community members on how the library can best meet community needs. In May 2013 an online survey was made available to every household within the Wadsworth Library chartered service area, which is the Geneseo Central School District (GCSD). In addition, a long range planning committee was formed. During the fall of 2012 and spring of 2013, the Wadsworth Library staff, Board of Trustees and Community Long Range Planning Committee worked together to formulate this long range plan.

The Wadsworth Library is chartered to serve the residents of the GCSD; therefore, the Board of Trustees invited people representing diverse aspects of the school district to join with a library trustee and a staff member to form the Long Range Planning Committee.

Four meetings of the Long Range Planning Committee were held; September 19, October 15, November 28, and December 10, 2012. Committee members were able to envision an ideal future for the chartered service area and discussed how the library can best provide for the needs of the community in order for this vision to become a reality.

Community Vision

Committee members identified the following four visions for Geneseo:

1. Volunteering Options
2. Access to Opportunities
3. Lifelong Learning Opportunities
4. Integrated Community

This process served to identify priorities of service, determine additional or alternative needs and improve the management of the library. *Strategic Planning for Results* by Sandra Nelson (published by the American Library Association, c2008) served as the planning model.

The meetings and survey identified the following library services to be the library's primary focus for the next five years:

- Create & Encourage Young Readers: Early Literacy
- Stimulate Imagination: Read/View/Listen for Pleasure
- Visit a Comfortable Place: Physical and Virtual Spaces
- Understand How to Find, Evaluate, & Use Information, Both Print and Digital: Information Literacy

The Wadsworth Library Board of Trustees is grateful to the following people who served both generously and passionately on the committee:

Liz Argentieri, Special Collections Librarian, Milne Library, SUNY Geneseo
Susan Bailey, Facilitator

Shane Carmen, High School Senior and founder of the Livingston County Youth Center
Cindy Costa, Wadsworth Library Clerk
Heather Ferrero, Livingston County Planner
Judith Hunter, Chairperson of the Livingston County Democratic Committee
Pattie Macauley, Retired Nurse
Ted Miskell, Wadsworth Library Trustee
Mary Kay Nitsche, Co-Chair of Geneseo Tourism Committee
Nancy Stewart, Livonia Central School Music Teacher
Pete Soscia, Associate Dean of Genesee Community College
Kathy Trainor, Retired SUNY Geneseo Staff Associate
Jim Whitehead, Retired Associate Commissioner of NY Office of Persons With
Developmental Disabilities
Laura Wrubel, Retired SUNY Geneseo Administrator

Anna Grace, Library Director

Mission Statement

The mission of Wadsworth Library is to provide a comfortable and welcoming place for the creation and encouragement of young readers; for access to the tools needed to find and evaluate the information you need; and to facilitate the discovery of materials that will stimulate your imagination.

Goals and Objectives

Library Service – Create & Encourage Young Readers: Early Literacy

“Children from birth to age five will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.” (Sandra Nelson, Strategic Planning for Results. Chicago: American Library Association, 2008)

Goal 1

Children and their parents/caregivers in the Wadsworth Library Service Area will have access to consistent and appropriate programming for children birth through age five.

Objective 1: The library will present a minimum of 100 early literacy programs every year.

Activities:

- Staff will maintain current children’s programming standards.
- Staff will continue to offer a minimum of three (3) weekly storytime programs, making adjustments in regards to age level as necessary.
- Evening programs will continue to be offered with a minimum of two (2) per quarter.
- The library will offer approximately 35 individual programs during the summer reading program beginning in 2014.
- The library will offer a “Read to Me” portion of the summer reading program to promote early literacy beginning in 2014.

Objective 2: Each year, at least 50 parents and caregivers will be trained in early literacy techniques.

Activities:

- Staff will introduce at least one new early literacy event or program each year, beginning in 2014.
- Staff will choose programs that focus on the five (5) early literacy skills; talking, singing, reading, writing, and playing. Offerings might include a movement and music class, Sing, Sign and Play classes, Every Child Ready to Read (ECRR) parent training, digital storytime programs, or a baby's day out event.
- Staff will attend workshops and continuing education classes in order to be knowledgeable about designing and delivering effective programs for preschool children.

Objective 3: Beginning in 2014, staff will offer at least three early literacy activities online via the library's website.

Activities:

- Staff will create twelve (12) early literacy video casts and make them available through YouTube for parents and children to view and enjoy at home. The video casts will include tips and recommendations for parents from the ECRR curriculum.
- Staff will publish book lists on the library's website recommending early literacy materials and parenting materials within our collection.
- Staff will add parent resource web links to the library's website focusing on early literacy materials.

Goal 2

Preschool children and their parents/caregivers in the Wadsworth Library Service Area will have access to a balanced collection of early literacy materials.

Objective 1: The library will increase the size of the print board book and early reader collections by 20% by 2018.

Activities:

- Staff will purchase additional "Bob books" and increase the early reader titles on the Baker and Taylor Children's and Teens Services (CATS) list.
- Staff will develop early literacy kits, whereby parents can check out a kit with themed materials appropriate for their developing child.
- Staff will evaluate current children's collections to see where space could be made in order to expand the early literacy materials.

Objective 2: By 2016, the library will re-allocate 50% of the audiobook budget to the electronic materials budget.

Activities:

- Staff will increase the purchasing of early literacy and parenting electronic materials for OWWL2go.

Goal 3

The library will enhance outreach into the Geneseo community. Preschool children and their parents/caregivers in the Wadsworth Library Service Area who are not able to visit the library or are not aware of its services will be given opportunities to participate.

Objective 1: By 2015, at least four off-site storytime programs will be offered per year to daycares and preschools in the Geneseo and Groveland communities.

Activities:

- Staff will compose a letter to send to area schools and daycare programs offering to bring early literacy storytime programs to their facilities.
- Staff will contact the KidStart program first as a test project and then add additional schools and daycare programs with the goal of one new outreach site per year.

Objective 2: Beginning in 2014, participation in community events and virtual outreach to the community via the website, Facebook, and other social media, will be increased.

Activities

- A library representative (staff, a Friends member, or a library volunteer) will have a table at the local farmer's market at least once during each summer to promote children's programs.
- A library representative (staff, a Friends member, or a library volunteer) will march in the Geneseo Teddy Bear Parade to promote the library.
- The library's website will be updated to include recommended reading lists, information for parents, links to area pre-schools, and promotion of the library's video casts (see Goal 1).

Library Service Response – Stimulate Imagination: Read/View/Listen for 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.” (Sandra Nelson, Strategic Planning for Results. Chicago: American Library Association, 2008)

Goal 1

Community members of all ages in the Wadsworth Library Service Area will have satisfying recreational experiences through materials, programs, and interactions that focus on their special interests.

Objective 1: Each year, at least 90% of people surveyed will indicate that they found something to read, view, or listen to for pleasure in the library.

Activities:

- Staff will provide better and/or more attractive signage throughout the library.

- New materials will continue to be labeled “NEW” and in 2014, new DVDs will also be labeled “NEW”.
- New books will continue to be shelved on the “NEW” book case and display shelving will be added to the ends in order to highlight popular materials.
- New audiobooks will be displayed on the top of the audiobook book cases and new signage will be created.
- Display shelves will be placed at the end of the DVD book case and new DVDs will be placed there with attractive signage.
- By 2018, staff will purchase eReaders for circulation.
- Beginning in 2015, 25% of the adult DVD budget will be spent on Blu-Rays.
- Staff will investigate the feasibility of offering downloadable music and videos.
- Staff will continue to partner with Friends of Wadsworth Library to offer the Homebound Delivery service.
- Staff will continue to partner with Friends of Wadsworth Library to provide the Summer Book Mobile for children.
- Staff will continue to partner with Friends of Wadsworth Library to purchase downloadable content for OWWL2go.

Objective 2: Each year, at least 80% of people who are surveyed will respond that the collection of materials to enhance their leisure time is very good or excellent.

Activities:

- Staff will continue to weed one item for every new item purchased in order to prevent overcrowding and make browsing the collection easier.
- Staff will create standing order plans for DVDs.
- Staff will review different vendors’ offerings to ensure a variety of materials are purchased.
- Staff will continue to purchase patron requested materials within the guidelines of the Materials Selection Policy.

Objective 3: By 2018, 95-100% of people surveyed will respond that the items that they placed on reserve were available in a timely manner.

Activities:

- Staff will continue to use the age-hold protection feature of Evergreen to ensure that Wadsworth Library patrons have access to new materials before they are loaned to other libraries.
- Staff will continue to monitor what items Wadsworth Library patrons are placing holds on and purchase additional copies if needed.

Goal 2

Community members of all ages in the Wadsworth Library Service Area will have the support needed to locate and use materials for reading, viewing and listening pleasure.

Objective 1: Each year, at least 90% of patrons surveyed will say that the assistance they received from staff when requesting help to locate an item to read, view, or listen to for pleasure is very good or excellent.

Activities:

- Beginning in 2014, staff will create at least three read-a-like bookmarks for each format per year.
- Staff will continue to participate in training for the use of mobile devices, OWWL2go, Novelist (Readers' Advisory database) and other readers' advisory tools.
- Staff will participate in customer service workshops through Pioneer Library System.
- Staff will collaborate with Geneseo Central School faculty to ensure that middle-school children have library cards and visit the library.

Library Service Response – Visit a Comfortable Place: Physical and Virtual Spaces

“Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking.” (Sandra Nelson, Strategic Planning for Results. Chicago: American Library Association, 2008)

Goal 1

Adults in the Wadsworth Library Service Area will have a comfortable place to meet with community members and/or access a quiet space in order to take advantage of library services.

Objective 1: By 2018, 95-100% of people surveyed will indicate that the library is a welcoming, attractive, and comfortable place to visit.

Activities:

- By 2016, an elevator will be installed, providing handicap access between the ground and first floors.
- In 2014, staff, with the help of an architect, will perform a feasibility study for the expansion of the library.
- In 2014, a committee of staff, trustees, and volunteers will begin work on a capital campaign.
- In 2014, staff will apply for a NY State Library Construction Aid Grant for funds to pay for a second floor to be added to the 1996 addition.
- By 2018, a second floor will added to the addition that was built in 1996.
- By 2018, computer workstations will be replaced with more ergonomic desks and chairs.
- By 2018, a tutoring room will be added to the first floor. This room will allow one-on-one tutoring or small group meetings.
- In 2014, staff will develop a system to control clutter in the library. This will include a digital display screen that will show library program information, allowing staff to create less in-house flyers.
- Staff will continue to provide customer service that is non-judgmental and confidential, providing patrons with a feeling of acceptance and comfort.

- In 2014, staff will provide coffee and tea for the public, paid for by Friends of Wadsworth Library.

Objective 2: By 2018, 95-100% of organizations surveyed will indicate that the library meeting rooms and other public spaces meet their needs.

Activities:

- By 2017, staff will install meeting room reservation software. This software will have the meeting room schedule and will allow organizations to reserve meeting room space and receive confirmation online.
- By 2017, the meeting room will have updated equipment for presentations, i.e.: screen, ceiling projector, more electrical outlets.
- By 2018, the book cases in the meeting room will become exhibit space for community artwork.
- Staff will investigate the possibility of having the meeting room open when the library is closed.

Objective 3: By 2018, 95-100% of people surveyed will indicate that the library website is easy or very easy to use.

Activities:

- Staff will contract with a web developer to create a more current and user-friendly website.
- Staff will keep website de-cluttered by reviewing the site's analytics to determine which parts of the site get the most traffic and removing parts that aren't getting any traffic.

Goal 2

Children in the Wadsworth Library Service Area will have a safe, welcoming, and comfortable place to learn and explore either independently or with their parents and other families.

Objective 1: By 2018, the library will provide adequate physical space to enhance early literacy educational opportunities

Activities:

- The library will seek funding for a second floor in order to house an expanding children's department.
- Staff will prepare for additional space by gathering information from other libraries with a dedicated children's room.
- Staff will visit a minimum of five children's spaces to take photos and gather ideas.
- Staff will attend workshops and continuing education classes in order to be knowledgeable about designing children's spaces.

Objective 2: Beginning in 2014, physical space will be allocated for early literacy activities.

Activities:

- Staff will develop and maintain ten (10) early literacy “spots” throughout the children’s department. The goal is to have “bite-sized pieces of a children’s museum” throughout the children’s area. Five will be completed by 2016 and the remainder by 2018.

Library Service Response – Understand How to Find, Evaluate, & Use Information, Both Print and Digital: Information Literacy

“Residents will know when they need information to resolve an issue or answer a question and will have the skills to research for, locate, evaluate, and effectively use information to meet their needs.” (Sandra Nelson, Strategic Planning for Results. Chicago: American Library Association, 2008)

Goal 1

Community members of all ages in the Wadsworth Library Service Area will learn how to use technology to attain and evaluate the information they need to answer a question.

Objective 1: Each year, at least 100 adults will attend an information literacy class.

Activities:

- Each year, beginning in 2015, the library will offer a minimum of four formal Internet/electronic resource training programs that focus on finding quality information. They will be on varying topics such as, job information, genealogy, health, etc.
- Each year, beginning in 2014, the library will offer at least two formal training programs on the use of mobile devices.
- In 2014, staff will purchase a mobile computer lab that will be used for training sessions held in the meeting room.

Objective 2: Each year, at least 50 adults will receive one-on-one information literacy assistance.

Activities:

- Staff will investigate collaboration with SUNY Geneseo involving student trainers for one-on-one computer help.
- Staff will continue to collaborate with Friends of Wadsworth Library to coordinate one-on-one training sessions.
- Staff will collaborate with Livingston County Literacy Volunteers to provide space for one-on-one information literacy sessions.

Objective 3: Each year, 80-90% of adults surveyed who participated in a training session at the library will indicate that it was good or excellent.

Activities:

- Staff will evaluate technology equipment and update the Technology Plan on an annual basis.
- Staff will hire courteous and knowledgeable people to provide training sessions and utilize Pioneer Library System public training opportunities.
- Staff will stay informed of new developments pertaining to the databases provided by Pioneer Library System.
- Staff will attend OWWL training sessions as system updates occur.

Objective 4: Each year, at least 50 adults will learn how to create and manage an e-mail account.

Activities:

- Staff will create instructional handouts for people to use on their own.
- Staff will continue to assist patrons who are working independently.
- Staff will encourage people to sign up for one-on-one tutoring.
- Staff will encourage people to sign up for an information literacy class.
- By 2018, the library will have additional space for additional public computers.
- By 2018, the library will have laptops and mobile devices for in-library use.

Objective 5: Each year, at least 50 adults will learn how to access and use software applications and tutorials, such as JobNow.

Activities:

- The availability of tutorials and instructions of their use will be publicized at each computer workstation.
- Staff will provide JobNow training sessions led by Central Library (Geneva Public Library) staff.
- By 2018, with additional computer stations, at least two stations will be designated as 15 minute use only, and at least two will be designated for information literacy only.
- Staff will add a tutorial page to the website with links to YouTube tutorials that Pioneer Library System has created.

Objective 6: Beginning in 2016, at least 20 Geneseo Central School elementary students will use the library's resources to write a research project.

Activities:

- A research computer station will be placed in the children's area. This station will be dedicated to providing access to databases offered through Pioneer Library System, such as eLibrary Elementary and Kids InfoBits.
- Staff will work with the GCS librarian and teachers to encourage students to use the library when the school library is closed.

Annual Review Process

The Board of Trustees will review and evaluate the Wadsworth Library Long Range Plan at the start of the library's fiscal year in July.

The following activities will take place:

- Assess progress in accomplishing goals and objectives during the past fiscal year.
- Maintain a dynamic planning process by adjusting plan to reflect objectives that were accomplished, add objectives as necessary.
- If goals/objectives are not being met, determine why and make adjustments accordingly.