

SKANEATELES LIBRARY STRATEGIC PLAN 2020 - 2025

Progress Report: March 2024

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Finalize a community-supported, flexible facility plan designed to serve the next generation

2

Implement an outreach and engagement plan for all neighborhoods and hamlets in the school district

3

Build and curate collections that serve our local community

4

Raise the profile of the library as a forward-looking cultural and information hub

5

Ensure the library's financial sustainability into the future

Goal 1: Finalize a community-supported, flexible facility plan designed to serve the next generation

- ★ Create accessible, engaging and flexible library spaces
- ★ Meet identified needs, including space for reading, study, play, technology, maker activities, programming and meetings
- ★ Reimagine spaces for greater community/social connections and cultural enrichment

OBJECTIVE #1: Finalize a community supported facility plan by year end 2019 that will fully meet the diverse needs of patrons today and well into the future.

The plan will include:

- ~~A decision on renovation of the current library building vs. building a new library~~
- ~~If building new, the future of the existing building will be determined~~
- ~~The Barrow location will also be decided~~

Action Items:

- ~~Board agenda will drive these decisions~~
- ~~Trustees will review plans for renovation vs. building new~~
- ~~Discussion and decision regarding the future of the Barrow's location~~
- ~~Discussion and decision regarding the future of the current library if the decision is to build new~~
- ~~Solve the ADA compliance issues~~
- Develop appropriate fundraising program with sufficient reach and capacity to generate funding for either decision**

Goal 2: Implement an outreach and engagement plan for all neighborhoods and hamlets in the school district

- ★ Evaluate the needs of residents in various villages and rural areas coupled with implementation of an outreach and engagement plan for reaching the many neighborhoods and hamlets in our service area that are part of the Skaneateles Central School District
- ★ Assess the ability of the library to fulfill needs with current resources
- ★ Welcome all school district residents to use the library; transition from a village-centric to a community-centric library

OBJECTIVE #1: Library staff will perform a needs assessment for the rural areas of the school district. Develop an engagement plan to improve use of library resources by assessing the ability of the library to fulfill these needs. Library staff will make a recommendation to the board by January 2021.

Action Items:

- Perform needs assessment of the rural areas of our tax base via surveys, town hall meetings, open houses, etc.
- Develop an engagement plan to include options to expand the relevance of the library to outlying communities; schedule events in these communities, such as kids' reading programs, book clubs, etc.

OBJECTIVE #2: Library staff will use existing data to calculate current utilization from rural areas (outside of the village) by January 2020 and improve utilization by 20% over the next 4 years, providing annual updates starting in January 2021.

Action Items:

- ~~Continue current outreach efforts to Baltimore Woods, Town Park, Historical Society, local preschools, Laker Limo, Music Guild and Sustainable Skaneateles; expand outreach to area colleges and universities, SKARTS, etc.~~
- ~~Install little free libraries in outlying communities (Spafford, Skaneateles Conservation Area, Owasco)~~
- Plan open houses targeting taxpayers in communities outside the village

Goal 3: Build and curate collections that serve our local community

- ★ Design collections based on community needs, including correcting distribution imbalances and increasing size where appropriate
- ★ Develop and implement a technology and digital literacy plan to grow our e-resources collection
- ★ Update our in-house technology and circulating tools and gadgets; offer training for both staff and patrons in emerging technologies to meet baseline competencies

OBJECTIVE #1: By 2025 library staff will have corrected distribution imbalances by building and curating collections that meet the community's needs.

Action Item:

- ~~Librarians will assess gaps in current collections and provide the board with appropriate recommendations, assuming adequate space and funds are available~~

OBJECTIVE #2: By 2025 all librarians and regular support staff will be trained to meet baseline competencies in technology, digital literacy and emerging technologies to support community needs.

Action Item:

- ~~Set up training programs on digital skills for current staff~~

Goal 4: Raising the profile of the library as a forward-looking cultural and information hub

- ★ Continue to share library activities and offerings via multiple communication channels, including the library website, social media accounts, press releases, the newsletter and presentations
- ★ Build new relationships and collaborations with local organizations and groups
- ★ Raise the library's positive profile in the community through transparency
- ★ Build the library's brand
- ★ Demonstrate welcoming, enriching, sustainable in everything we do

OBJECTIVE #1: By 2025 overall use of the Skaneateles Library building and resources will increase by 25%. School district residents will view the library as the place to inspire and cultivate learning, advance knowledge and nurture and strengthen the community.

Action Items:

- Schedule meetings in outlying neighborhoods to elicit community input
- Schedule board meetings in Spafford, Mottville, Owasco, Sennett and other service areas to spread the word concerning the library's offerings and programs
- Schedule open house events targeting folks outside the village

Goal 5: Ensure the library's financial sustainability into the future

- ★ In collaboration with the finance committee, establish a comprehensive development plan to include annual fundraising and legacy planning.

OBJECTIVE #1: Ensure the library's financial viability for the next 5 years. Develop a revenue and expense forecast by January 2020 covering a 5-year projection. The forecast will inform the need for possible tax levy increases, fundraising efforts and grant applications.

Action Items:

- ~~Continue to support the success of the annual book sale as both an important fundraiser and a cherished community event~~
- ~~Evaluate the need for tax levy increases to ensure the library can sustain its mission and vision~~
- Evaluate the need for additional fundraising mechanisms
- Evaluate the need for and structure of a Friends of the Library organization

OBJECTIVE #2: Develop a board-approved plan by January 2021 to meet the financial needs of the library based on the 5-year forecast, including strategies to close identified financial gaps.

Action Items:

- ~~Connect with the CNY Community Foundation for assistance~~
- ~~Develop collateral materials to help tell the library's story and how we are working to meet unmet community needs~~