



Williamson Public Library Strategic Plan 2018-2023

The 2023 Long Range Plan builds on a solid foundation of accomplishment and continuing drive to innovate, create, and adapt library services in order to ensure the library remains a key community hub over the next five years.

The past and future of the Williamson Public Library builds on the following foundations that the library is fortunate to have:

- A long tradition of a dedicated and involved Board of Trustees, Library Staff, and engaged and loyal patrons.
- Stable professional management and staffing. The library has had only four directors over the past 60 years and a majority of our staff stay with the library until retirement.
- Being current and in many times leading edge with technology.
- Facilities adequate to our mission that are modern, clean and updated.
- A welcoming library space with great customer service.
- Strong community support and voter driven funding.

The Williamson Public Library Long Range Plan 2018-2023

The Library started the foundation for a new strategic plan when it received a Rochester Regional Library Council grant in 2014 for Brand Development with the Rochester Ad Council (now Causeware). The process engaged staff, the board, and community to identify the strengths and weaknesses of the library to develop a brand platform.

The platform identified the following target audiences:

Primary: Current Library Users

Secondary: Families and Underserved

Tertiary: Community Groups

Brand Essence:

Valuable (The library not only brings value to the community, but also is valued by the members of the community who utilize it.)

Innovative (The library is consistently looking for ways to improve on its current services and programs, changing with the world around it.)

Community Hub (A central meeting place for all members of the community.)

Brand Personality:

Welcoming (All community members feel welcomed, regardless of who they are or their background)

Engaging (Patrons are actively engaged in the services and/or programs they choose to be involved in)

Helpful (Easy for patrons to find the help they need)

Personable (There is a human element to all services/programs offered; a person-centered environment)

Efficient (Services are delivered quickly and correctly; good use of funding.)

Brand Promise: Only the Williamson Public Library provides personable, engaging programs and resources to all ages of the community, supporting their unique needs and aspirations in lifelong discovery.

The Mission Statement of the Williamson Public Library

The Williamson Public Library (WPL) offers area residents of all ages, abilities and backgrounds a collection of relevant high-interest materials and information resources to meet their life-long educational, vocational and recreational needs in a comfortable and customer friendly setting with high-quality library services to assist them.

Adopted by the Library Board 4-20-2006

Revised 8-18-2011

Revised 10-19-2017

Long Range Planning Process and Timeline

During the summer of 2016, the Williamson Public Library worked with Lauren Moore, Executive Director and Ron Kirsop, Assistant Director of the Pioneer Library System to garner input to identify priorities and services utilizing the following activities and timeline:

August 2016

Williamson Public Library Board retreat held at Pioneer Library and facilitated by Lauren Moore and Ron Kirsop. The retreat looked at future aspirations, current services and constraints, and the roadmap needed to achieve a sustainable future service model.

September-October 2016

Community Data and Survey Collection – Ron Kirsop developed a multi question survey to gather community input on services, collections, programs, library space and staffing. The survey was distributed via a link provided in the local newspaper and Pennysaver, on the library's Facebook page, and on the Library's web page. Paper copies of the survey were available at checkout and completed paper surveys returned to the library were added to responses in SurveyMonkey.

Community Focus Groups – Three Community Focus groups were held in November 2016. The groups were facilitated by Hope Decker from Pioneer Library System and held at the Williamson Public Library. The focus groups featured a range of ages and demographics representing current library users.

January 2017 The Williamson Public Library Board reviewed summaries from the Board retreat, community wide survey and focus groups and the following priority goals were established:

2018 – 2023 Long Range Goals

A Comfortable, Inviting and Functional Physical Space

Evaluation, updating and expansion of physical space and furnishings to support community needs, provide increased storage for library files and supplies, and to provide an up to date and welcoming space

1. Goal:

Develop physical spaces within the library and on the premises that are responsive to community needs and address the changing uses of space within the Library.

Objective 1

Evaluate current use of physical spaces and examine design options for improvements and flexibility to overall layout, patron's use of space, and staff service points.

Objective 2

Upgrade and replacement of furnishings, carpet and amenities to provide a comfortable, modern library space that meets changing community needs.

Objective 3

Additional storage space and furnishings to secure library records, to store supplies and to reduce clutter.

Convenient Hours based on when it is best for the Community to Access Library Services

Increasing Library Access with consistent hours year round and the exploration of expanding Friday hours until 6 pm or adding Sunday hours. Exploration of adding additional children's and YA programming during the evenings and on weekends.

2. Goal:

Identify and offer the most convenient hours of operation for the community. Provide program opportunities for working families on evenings and weekends.

Objective 1

Evaluate door counts, peak circulation, and library use. Review surveys and comments to identify hours and program times preferred by the community.

Objective 2

Reconfigure and expand staffing to meet community needs for additional or expanded hours. Ensure budget is adequate or increase budget to meet these needs.

Objective 3

Provide additional or repeat program options for adults, children and teens on evenings and weekends to expand access.

Provide Access to Current Technology and Provide Ample Broadband for Community Needs and Connections

Continue adaptation of new technology, increase broadband connectivity, and offer the community the opportunity to explore new technologies at the library.

3. Goal:

Provide access to new technologies providing community members with the ability to evaluate and experience these technologies. Support connectivity demands by offering high-speed connections and ample and up to date equipment.

Objective 1

Evaluate technology offerings currently available in terms of use, replacement cycle, and policies.

Objective 2

Ensure that broadband connectivity is provided at the highest speeds available for our community.

Objective 3

Explore and add new technologies for patron use. Train staff and develop Board policies for new technologies.

Continue to get the word out about library services via school collaboration, participation in community events, social media, advertising, and press releases.

Enhancement of marketing, outreach, and communications channels with patrons and non-patrons.

4. Goal:

Increase library visits, circulation, participation, and awareness of library services.

Objective 1

Continue strong collaboration with the Williamson Central School District including school visits, library visits and cross promotion of summer reading, winter reading, and teen poetry contest.

Objective 2

The library will participate in 2-3 community events each year for visibility, outreach and to build partnerships.

Objective 3

The Library will post 1-2 times a week upcoming events, promotions and services via social media.

Objective 4

The Library will distribute monthly press releases detailing upcoming library offerings. The Library will utilize advertising via social media and traditional print resources to promote large-scale events such as summer reading, performances, and milestone celebrations.

Development of the library's brand with a logo, signage, and message boards.

Professional assistance in developing a library logo for recognition, letterhead and branding. Improving wayfaring and notice of library events via improved signage and message boards.

5. Goal:

To build awareness and recognition of the library's brand and to increase access and awareness of library services.

Objective 1

Work with a professional design expert to develop a library logo to be incorporated into signage, letterhead, social media, webpages and flyers that readily identifies and connects to the library.

Objective 2

To review current signage and its placement as well mystery shopper results to identify where signage improvements need to be made.

Objective 3

The addition of message boards and updated signage for improved wayfaring and knowledge of library collections, programs and services.

Develop a roadmap to ensure staffing retention, library service coverage, and employee and public safety. Ensure the Library is able to deliver the services, technology and staffing required to meet community needs.

Develop a sustainable model that meets library-staffing needs, retains our high quality customer driven personnel, while balancing constraints of increasing minimum wage, benefits costs, and present day security needs.

6. Goal:

To provide a safe community space with a knowledgeable, customer focused, and friendly staff.

Objective 1

Review and evaluate library layout, sight lines, and service points.

Objective 2

Expand security cameras and equipment as well as add yearly training to ensure best practices.

Objective 3

Explore best ways to fill positions due to retirement or attrition to ensure coverage, staff retention and benefits. Going forward library have a mix of part-time under 30 hours and full time at 37.5 hours.

Objective 4

Incorporate minimum wage increases while balancing pay scales of new hires with current staffing.

Objective 5

Develop a balance of current staffing schedules, new hire schedules, and subs while aligning with community driven hours of service to ensure adequate coverage.

Objective 6

Conduct a yearly review of library funding compared to service requirements and needs. Conduct a library funding vote via school district ballot, if additional funding is needed to meet minimum wage requirements, rising health care and NYS retirement costs, and library materials and technology costs.