

GUILDERLAND PUBLIC LIBRARY

LONG RANGE PLAN 2016 - 2019



2228 WESTERN AVENUE
GUILDERLAND, NEW YORK 12084

MISSION STATEMENT

The mission of the Guilderland Public Library is to provide quality library materials and services to our community for lifelong learning, cultural enrichment, and enjoyment.

OUR COMMUNITY

The Guilderland Public Library (“GPL”) is located in the Town of Guilderland, Albany County, New York. Any person is welcome to use the Library, which is chartered to serve individuals who reside within the boundaries of the Guilderland Central School District (“GCSD”). The GCSD encompasses most of the town of Guilderland and part of the towns of Knox, New Scotland and Bethlehem in Albany County. All residents who live within the service area of the GCSD support the Guilderland Public Library by their annual library tax assessment.

The Library is a member of the Upper Hudson Library System, a consortium of public libraries serving Albany and Rensselaer Counties and provides services at no cost to any resident served by the UHLS. Any person currently employed in the Town of Guilderland, regardless of their residency, may obtain borrowing privileges without cost. In recognition of their contributions to our general community, all seniors (individuals at least 60 years of age), and all active duty or veteran members of the US military who do not reside within the UHLS service area, may obtain borrowing privileges for an annual fee of \$25. Any other individual who lives outside the UHLS service area may be granted borrowing privileges for an annual fee of \$50.

As of the 2010 census, 36,131 individuals resided within the Guilderland Central School District and 35,303 resided within the Town of Guilderland. The median home resident of the Town of Guilderland was 41 years of age; the median assessed home value was \$246,000; and the median household income was \$77,581. Foreign-born individuals comprised 12.3% of the population; 74.7% of adult residents in the Town attended college.

PURPOSE OF THIS PLAN

While every public library in New York State is required to have a written long range plan of service, the GPL embraced the long range planning process as a means to gather information about the community we serve, evaluate the usefulness and quality of certain programs and services, establish priorities for the allocation of financial and staff resources, and help define our role in the community. This long range plan is the product of the external and internal data

received, our knowledge of our community, our understanding of emerging trends in public libraries, and the financial realities of our particular library. It is designed to guide us as we navigate through the next three years, balancing complex fiscal realities with the library needs of our community.

SIGNIFICANT ACCOMPLISHMENTS

Since GPL adopted its last long range plan, our programs and services have increased in size and scope, major improvements to the facility have been made, and our holdings have increased and diversified.

Highlights of accomplishments include:

- Increased program attendance for patrons of all ages
- Provided WiFi throughout building
- Enhanced capability to renew and reserve items online
- Upgraded library catalog and inter-library loan service
- Improved access to electronic resources via home computers and mobile devices
- Instituted use of text messages and emails to send alerts about item due dates and availability
- Established “Library of Things,” which circulates non-typical library holdings (e.g., folding tables, cake pans, cameras, fishing poles, museum passes)
- Introduced circulating portable electronic devices (e.g., launch pads, play-aways, pre-loaded Kindles)
- Installed drive-through book return bin
- Became purchase point for NYS DEC hunting and fishing licenses and USPS postage stamps
- Created additional community meeting spaces
- Instituted Gala fundraising events hosted by the Guilderland Library Foundation
- Hosted Notable Author events
- Enhanced partnering with the Town of Guilderland and the Guilderland Central School District resulting in cost savings and improved access to services
- Upgraded fiscal officer position to ensure financial integrity of institution
- Applied for and was awarded significant grant funding to improve facilities, including installation of electronic sign, solar panels, energy efficient roof and LED lighting, upgrades to restrooms, parking lot, and loading dock area

OUR VISION

The Guilderland Public Library is an innovative, vibrant and dynamic public library committed to offering unique and essential services to the Town of Guilderland and the Capital District.

Our guiding principles are:

- Valuing every stakeholder
- Delighting every patron
- Providing professional, knowledgeable and courteous service
- Presenting wide-ranging services, programs and resources reflecting the diverse and ever-changing needs of our community

To become who we want to be, we are committed to achieving the following goals through these specific strategies:

1. Foster Community Connections

- Embrace and celebrate the diversity of our community
- Promote services as an innovative community resource center
- Increase outreach efforts by expanding pop-up library programs, school-aged and young professional outreach, presence at senior centers, and homebound delivery service
- Be a community destination
- Collaborate with town government, school district and local organizations
- Offer safe and comfortable meeting space
- Solicit and innovatively respond to community needs
- Convene community conversations to elicit suggestions to enhance library experience
- Encourage community agencies to improve access to seniors and students by designating GPL as a bus stop
- Explore instituting a bookmobile
- Develop external service points throughout the community
- Continue to grow and expand volunteer opportunities for community members of all ages

2. Increase Public Awareness/Enhance Public Image

- Embody customer-focused service by making an effort to delight every patron
- Continue to promote and increase non-traditional library services
- Maintain an engaging and user-friendly website

- Leverage social media to maximize visibility
- Utilize multi-media approach to publicize programs and services
- Investigate ways to engage non-users
- Create app for mobile users

3. Improve Organizational Health

- Understand and appreciate that every individual or entity that has a current or potential connection to our library, including users and non-users, taxpayers, staff, trustees, foundation members are valued stakeholders
- Foster a culture of accountability, trust, respect and mutual value among all library stakeholders
- Promote open dialogue among employees, administration and board, and encourage a mindset that embraces proactive problem solving, creativity, and innovation
- Maximize the effectiveness of the working relationship among board, staff, and foundation to ensure that shared values exist
- Achieve acceptance and support for the library's shared values
- Offer as competitive a compensation package as possible to attract and retain the most professional and competent staff
- Encourage commitment of Board members to advocacy, fundraising, and knowledge of library services
- Develop a comprehensive board orientation and continuing education program for trustees
- Elicit commitment from Board to review this Plan on a continuing basis and revise appropriately

4. Enhance Physical Space

- Create welcoming entrance
- Improve lighting and signage
- Offer food and beverage service
- Update seating areas to increase comfort and function
- Implement environmentally sustainable measures
- Explore need and method to increase physical space and parking
- Replace roof and loading dock
- Partner with relevant municipalities, adjacent community organizations and business to develop and implement strategies to increase safe traffic pattern to facilitate easy and safe vehicular ingress and egress to GPL

5. Increase Economic Sustainability

- Offer opportunities to rent available space
- Explore naming opportunities
- Identify as a charitable entity to encourage giving opportunities
- Engage in development activities to increase income-generating relationships

AN ONGOING PROCESS

This long range plan is intended to provide the Library with both the guidance and flexibility necessary to respond to changing patron and community needs. Over the course of the plan, GPL will continually measure, evaluate, and refine its goals and strategies to create an environment that promotes optimal and efficient use of the Library's resources for everyone in the community.

Adopted

May 12, 2016