

FOUR COUNTY LIBRARY SYSTEM

DAY OF LEARNING 2019

Community-Based Strategic Planning

Monday, October 28, 2019
Morris Conference Center
SUNY Oneonta

Why Are We Here?

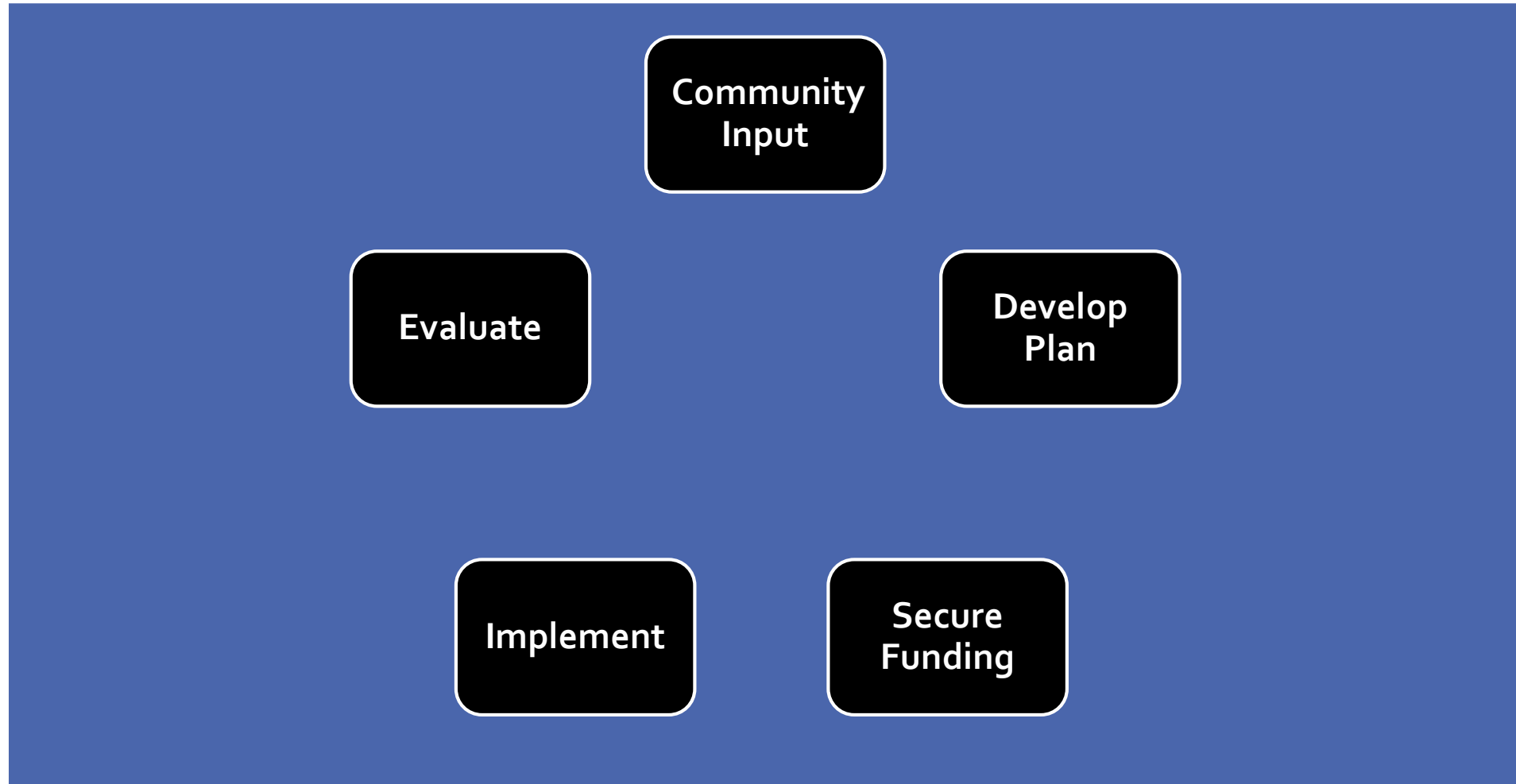
New York State Minimum Standards Revision Requires That All Public Libraries:

- ✓ Have a “community-based, board approved, written long range plan of service developed by the library board of trustees and staff”
(Standard # 2)

The Long Range Plan is Also Referenced in:

- | | |
|--|--|
| ✓ Standard #3 – Report to the Community | ✓ Standard #9 – Programming |
| ✓ Standard #5 – Written Budget | ✓ Standard #13 – Technology Training for Staff |
| ✓ Standard #6 – Evaluating Effectiveness | ✓ Standard #14 – Community Partners |
| ✓ Standard #8 - Facilities | |

The Basic Planning Process



Public Libraries are Under Threat

OCLC's Landmark 'From Awareness to Funding' Studies

Tracked voter attitudes towards public libraries

Statement	2008	2018
✓ Having an excellent library is a source of pride	✓ 73%	✓ 53%
✓ Would probably or definitely vote for libraries	✓ 73%	✓ 58%
✓ Libraries just aren't as important in kids' lives	✓ 24%	✓ 36%
✓ If the library were to shut down, something essential would be lost	✓ 71%	✓ 55%

From Awareness to Funding: Voter Perceptions and Support of Public Libraries in 2018, <http://oclc.org/awareness2018>

Library Roles & Services

Service Responses from *Planning for Results*, by Sandra Nelson, 2018

- | | |
|---|--|
| <ul style="list-style-type: none">✓ Be an Informed Citizen: Local National, and World Affairs✓ Build Successful Enterprises: Business & Nonprofit Support✓ Celebrate Diversity: Cultural Awareness✓ Connect to the Online World: Public Internet Access✓ Create Young Readers: Early Literacy✓ Discover Your Roots: Local History & Genealogy✓ Express Creativity: Create & Share Content | <ul style="list-style-type: none">✓ Get Facts Fast: Ready Reference✓ Know Your Community: Community Resources and Services✓ Make Career Choices: Job & Career Development✓ Make Informed Decisions: Health Wealth, and Other Life Choices✓ Satisfy Curiosity: Lifelong Learning✓ Stimulate Imagination: Reading, Viewing, and Listening for Pleasure✓ Visit a Comfortable Place: Physical & Virtual Spaces |
|---|--|

Benefits of a Good Plan & Process

- ✓ Identify & Address Needs of the Community
- ✓ Identify potential community partners
- ✓ Shore up community support
- ✓ Diversify or fine-tune services
- ✓ Help the community see the library as essential
- ✓ Focus library resources on key goals
- ✓ Provide a basis for funding requests

What's in a Strategic Plan?

- ✓ Mission
 - ✓ Goals
 - ✓ Objectives
 - ✓ Evaluation

Informed by input from:

- ✓ Surveys
- ✓ Focus Groups
- ✓ Community Interviews
- ✓ Demographics
- ✓ Library Statistics

Mission Statements

- ✓ TED (Technology Entertainment and Design): Spreading Ideas
- ✓ Wounded Warrior Project: To honor and empower wounded warriors
- ✓ National Wildlife Federation: Inspiring Americans to protect wildlife for our children's future
- ✓ Heifer International: To work with communities to end hunger and poverty and care for the Earth
- ✓ American Lung Association: To save lives by improving lung health and preventing lung disease

Library Mission Statements

- ✓ **We are the People's University, the center of learning for a diverse and inclusive community.** - CLEVELAND PUBLIC LIBRARY (OH)
- ✓ **Providing opportunities to explore, learn, create, and connect**
- BALTIMORE COUNTY PUBLIC LIBRARY (MD)
- ✓ **We link people to the world.** - HOUSTON PUBLIC LIBRARY (TX)
- ✓ **Inspiring Ideas, Enriching Lives, Creating Community** - STARK COUNTY DISTRICT LIBRARY (OH)

Goals

- ✓ In broad strokes, Goals show **how** the mission will be accomplished

American Lung Association

✓ Mission: To save lives by improving lung health and preventing lung disease

✓ Goals:

- Will eliminate tobacco use and tobacco-related lung disease
- Will improve the air we breathe so it will not cause or worsen lung disease
- Will reduce the burden of lung disease on patients and their families

Objectives

- ✓ Specific circumstances to be achieved within a stated time
- ✓ **S**pecific
 - ✓ **M**easurable
 - ✓ **A**chievable
 - ✓ **R**ealistic
 - ✓ **T**ime Bound

American Lung Association

- ✓ Mission: To save lives by improving lung health and preventing lung disease
- ✓ Goals: Will eliminate tobacco use and tobacco-related lung disease
- ✓ Objective: By January 2021, The Tobacco Coalition Program will reduce the use of tobacco in youth and adults in the County by 10% through the Tobacco Awareness/Cessation Program

Using Census Data

Using Census Data to Learn About Your Community

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Case Study – Guernsey Memorial Library

- ✓ **The library hosted a series of focus groups with a wide variety of community partners**
- ✓ **Then built a plan based on the issues that arose in the discussions**

Case Study – Red Hook Public Library

- ✓ **Went door to door asking how people felt about the community**
- ✓ **Helped resolve a situation with the stoplight**
- ✓ **Gained community partners and built momentum**

Case Study – Southern Adirondack Library System (SALS)

- ✓ **SALS and 4 member libraries identified food insecurity as a community issue**
- ✓ **Partnered with food banks to use libraries as food distribution points**
- ✓ **Addresses food scarcity & nutrition issues while bringing new people into the library**

Beyond Surveys – Community Interviews

- ✓ Brainstorm Community Leaders
- ✓ Call up and make an appointment (in their space)
- ✓ Conduct the Interview (in pairs if possible)
- ✓ Staff Analysis – look for themes
- ✓ Community Conversation – invite interviewees back to hear results
- ✓ Use themes to develop long range plan

Beyond Surveys – Focus Groups

- ✓ Brainstorm Community Leaders
- ✓ Invite to Focus Group(s)
- ✓ Conduct the Focus Group(s)
- ✓ Staff Analysis – look for themes
- ✓ Community Conversation – invite interviewees back to hear results
- ✓ Use themes to develop long range plan

Small Group Activity

- ✓ Split into groups of 4 or 5
- ✓ Take one of the scenario sheets
- ✓ Based on the library's goals, brainstorm and jot down:
 - ✓ Prospective objectives
 - ✓ Possible evaluation methods
- ✓ Reconvene & report

Northdale Public Library

- ✓ Serves a community of 1,581 people in Western NY
- ✓ Goals
 - ✓ Improve communication, visibility, solicitation of feedback, image and marketing efforts.
 - ✓ Make library a more comfortable, organized, efficient place and utilize unused outdoor space
 - ✓ Increase patron usage and diversity.

Jordan Public Library

- ✓ Serves a community of 8,581 743 in central NY
- ✓ Goals
 - ✓ Secure Sustainable Funding
 - ✓ Ensure the collection, program, & services, reflect the wants and needs of the community
 - ✓ Maintain a welcoming and comfortable facility
 - ✓ Strengthen ties with school District

Walker Public Library

- ✓ Serves a community of 42,461 people in Western NY
- ✓ Goals
 - ✓ Broaden outreach and develop partnerships
 - ✓ Offer program with a wide range of educational, cultural, and social experiences
 - ✓ Develop a brand strategy to better tell the library story
 - ✓ Enhance user experience by providing exemplary customer service

Alextown Public Library

- ✓ Serves a community of 3,528 people in rural northern NY
- ✓ Goals
 - ✓ Raise the profile of the library
 - ✓ Provide 21st century technology to the community
 - ✓ Embrace collaboration to build community

Miller Gorge Public Library

- ✓ Serves a community of 3,701 people in rural NY
- ✓ Goals
 - ✓ Make the library a true community center
 - ✓ Maintain the library's historic value while reducing environmental impact
 - ✓ Establish a network of services throughout the community
 - ✓ Support the growing technological needs of the community

Putting It All Together

The Steps – Refresher

- ✓ Assess current library/community situation
 - ✓ Surveys, Focus Groups, Community Interviews, Data gathering
- ✓ Analyze and Develop Goals & Objectives
- ✓ Assess Capacity & Fund the Plan
- ✓ Do the Plan
- ✓ Evaluate, Report Out