

Guernsey Memorial Library Long Range Plan 2019 – 2023

Issue: Guernsey needs to be more visible to the next generation of library users

Solution: Ensure that the library's message is reaching the public and that the library is receiving the public's message

Cultivate more of a wide and varied social media presence among other avenues

Facebook

Youtube

Instagram

Twitter

Pinterest

Work with school and other organizations to disseminate information

Have better displays of information in the library

More actively promote programming at the front desk

Explore radio and TV avenues

Use contacts at other organizations more efficiently

More current updating to web site

Work on an app

Hold focus groups as needed

Issue: more children need to be enabled to use the public library

Solution: Guernsey cards for all children in the school district

Coordinate with NCSD to find the best way

Offer a prize drawing for classes that manage 100% student participation

PR through paper, social media, NCSD newsletter, including why we're doing it

Issue: Local history is seeing decreasing use, yet is a worthwhile resource deserving more use

Solution: Democratize/modernize Local History.

- Work on social media presence including a Facebook group

- Achieve 100% cataloged items

- Prioritize and digitize collections

- Offer more content and services online

- Offer more programs

- Consider taping programs and posting online

- Investigate Story Corps-type efforts

- Encourage use of the preservation station

- Encourage community to contribute, especially digitally, to the collection

Issue: the public isn't aware of events and services in the area, including library offerings

Solution: Find ways to improve quality of life in Norwich and promote library as a cornerstone for quality of life in the community and then share information in ways that will reach more people

- Share more information through more social media applications

- The county, the city, and the Library need an app.

 - MyColumbUs is an example.

 - Research designing an app.

 - Choose a platform.

 - Hold classes.

 - Consider hosting the app/apps here.

 - Once we hire a tech person, this might be one of their duties.

Issue: there is a dearth of educational opportunities in our area

Solution - Support education for all

- Continue involvement in Books from Birth

- Continue involvement in Grade Level Reading

- Investigate/promote/purchase educational web resources

- Purchase materials and provide services in support of individuals pursuing their formal and informal education

- Support distance learning efforts

- Support and promote our role in supporting students and faculty at all area educational institutions

Issue: our collections may or may not be supporting our community

Solution: Ensure that our collections support our community

- Include in reference a section of services and events available

- Promote the establishment of centralized information nodes for services and events.

- Tie materials budget and purchasing to usage data.

- Consider offering streaming video service – research options (Kanopy, etc.)

- More digitized services

- More marketing of digital offerings

- Research tutorials for computer skills and promote

Issue: People feel disconnected, no sense of community, lack of awareness of events and options

Solution: Encourage sense of community and personal enrichment by connecting people with community organizations

- Continue to seek out collaborations with other organizations in the area.

- Hold a Social Fair where groups can highlight their organizations – hiking club, garden club, book club, archaeology club, etc.

- Provide meeting space for area organizations

- Promote programs by area organizations

- Support organizations and individuals with needed information

- Hold volunteer fair again

- Include web page with information on area organizations

- Be careful to be impartial

Issue: Food insecurity

Solution: Promote and support local resources for feeding the hungry

- Disseminate information on sources to help the hungry

- Purchase materials to help those with hunger issues mitigate their circumstances

- Have programs that might help with conquering hunger

- Do more and promote more our food for fines

Issue: The area has transportation problems

Solution: Help provide information on transportation options, support the development of more transportation options, and alleviate transportation barriers to library use

- Disseminate information on local transportation options

- Purchase materials to support transportation entrepreneurs

- Provide library services regardless of transportation issues

Offer online patron registration and other services online

Offer library patron registration events in outlying communities or sites like businesses

Promote home delivery to those who cannot come to the library themselves

Issue: There are housing problems in our area, what is there is poor quality and expensive

Disseminate information on sources that can help with housing issues

Be welcoming to the homeless

Issue: Few childcare options

Solution: Disseminate information about existing options, provide library services to existing providers, encourage and support individuals who are considering opening a new childcare business

Purchase materials for childcare providers

Include childcare providers when we publicize our services and programs

Include providers in our directories of services and events

Issue: Norwich could use more businesses and people in Norwich need to be more employable.

Solution: Support businesses with library services, promote library services to businesses, support and educate Norwich people for the jobs that are available here.

Work with other agencies on a freely available Makerspace – Commerce Chenango, 4H, Arts Council, NHS Robotics Team, BOCES, FFA...

Encourage and support small business entrepreneurs with materials and services

Explore and disseminate funding options

Should we offer grantwriting programs and databases?

Provide programs which provide information on funding, starting, running businesses

Possibly look into citywide Wifi or loaning hotspots.

Involve banks and Commerce Chenango

Try for more financial, budgeting, saving, retirement programming.

Issue: Quality health care, dental care, psychological care are an issue in Norwich

Solution: Support agencies that offer care and help connect the population of Norwich to healthcare options.

Offer more health programming.

Continue offering health-related programs like yoga, etc.

Issue: Library facility needs to be updated to better fit current community needs.

Solution: Change the floor plan and layout of library as needed to make it more user-friendly, efficient, and better able to support the library's changing role in the community.

Continue to pursue plan proposed by King & King as funding allows

Continue to seek funding from NYSED Library Construction Aid

Possible future projects include:

- Children's Room Renovation

- Construction of new entrance into basement

- Construction of basement office space and repurposing of old main floor office

- Reconfiguration of mezzanine area stacks

- Reconfiguration of fiction/reference/reading area/circulation desk

- Renovation of meeting room area