

Ontario Public Library

Strategic Plan 2020-2023

Our Mission

The mission of the Ontario Public Library (OPL) is to connect community members and resources in a welcoming and inclusive environment that fosters creativity and continuous learning.

Strategic Goals

1. Library Space: Improve the Library Facility to Meet the Needs and Expectations of Community Members

Project Leader: Library Director

Project Team: Executive Board or appointed Trustee, Library Assistant, Youth Services Librarian, Town Liaison, Code Enforcement Officer

Purpose: The community survey confirmed a need to rethink library space to provide functional and attractive spaces. Floor space is at capacity. Patrons visit the library as much for information, materials, and programs, as to work and relax enjoying the public space, nurturing positive experiences. Such experiences contribute to the culture and well-being of a vibrant community. We will shift from creating programs based on furnishing and components to creating a space to foster activities and evoke positive feelings. With low cost improvements the layout will be reconfigured to increase public-area work and meeting spaces, improve security, improve access to collected materials, and address acoustic concerns.

Measurements:

- i. Conduct staff and public feedback surveys to gauge levels of satisfaction with building changes; 80% will rate the changes “substantially improved.”
- ii. Public use of space will grow by 10% over 2020 as measure by NYSL Dept. of Library Development tracking requirement for community use of space.
- iii. Facility improvement plan will be reviewed annually each February and accomplishments reported to the community for previous year.

Action steps:

- Work with consultant to assess scope of needs.
- Adopt library facility improvement plan with time line to best support community use.
- Secure funding to implement plan.
- Repair and replace worn or broken equipment, furniture, and carpeting.

2. Sustainable Funding Secure Appropriate Funding to Meet Community Needs and Interests

Project Leader: Library Director

Project Team: Board of Trustees, Treasurer

Purpose: Assure funds to meet library costs to deliver required and expected services to community in a functional and attractive space. The library is the only community space that provides services to people of all ages regardless of economic status. From toddlers who acquire early literacy skills critical to school success to retirees interested in expanding their comfort with technology, every community member can benefit from some services offered at the Library. Even residents who do not use the library know young people, neighbors, friends, local business owners who do. Library leaders have to assure continued access to economical library services.

Measurement:

- i. Increased funds for materials to improve availability of materials to meet the interests of residents.
- ii. Increased budget for programming to correlate with increased attendance and number of programs held.

Action steps:

- Develop five-year financial plan for guidance in preparing annual budget to meet goals herein.
- Develop plan to assess community needs for library hours of operation.
- Determine sources of additional revenue streams in conjunction with Pioneer Library System, the Town of Ontario, Wayne Central School District, and the Friends of the Ontario Public Library.
- Develop means to strengthen communication channels whereby library information is communicated to the Town Board demonstrating community value and use of library.
- Establish channels to communicate financial conservation and financial needs to community at least annually.

3. Marketing Communications Plan: Bolster the Library as a Point of Community Pride

Project Leader: Library Director

Project Team: Staff

Purpose: Ontario residents benefit from a library that works as an active part of the community. To increase awareness of library services and activities among all residents and gather feedback on their needs, the library must ensure that

messages are received by residents through multiple communication tools. Using select digital channels we will tailor our messages to these residents and community groups. Traditional channels will serve to reach additional community members.

Measurement:

- i. Increase new library card holders (members).
- ii. Increase new partnerships in library program planning
- iii. Increase number of program participants
- iv. Increase online engagement

Action steps:

- Adopt Communications Marketing Plan with implementation timeline.
- Connect with community organizations
- Leverage digital channels to drive program participation
- Develop program offerings with a focus on engaging new people.
- Demonstrate responsiveness of library management to community needs

4. Organizational Development: Strengthen Ongoing Institutional Success with Planning and training for Leadership and Staff

Project Leader: Library Director

Project Team: Library Assistant, Personnel Committee Trustee

Purpose: Investing in our most valuable asset

OPL staff are recognized in the community for outstanding customer service. Our recent community service indicated 85% respondents are 'very satisfied' with our customer service. Knowledge and skills required in each staff member, in addition to a courteous and competent manner with the public, continue to change requiring ongoing training and education. The commitment to continuous training and development of new skills and technological abilities is necessary to maintain and increase our strong customer service foundation. Likewise, our trustees recognize the value of continued education in their oversight of library management. Their successful oversight requires this for themselves, and our staff.

Measurement:

- i. This goal will be measured through annual staff development planning and evaluations, and future community surveys every three years.
- ii. Annual New Your State Library requirements for training of individual staff and trustees will be met.

Action steps

- Review, update as appropriate, and adopt Trustee responsibilities policy with consideration of committee or sub-committee roles such as Personnel and Finance, etc.
- Create a recruitment plan for trustee succession.
- Develop individual staff development plans including work goals to increase knowledge and further develop skills.
- Implement communication channels to keep staff informed on free or low-cost library training opportunities.
- Schedule an annual staff training day to focus on critical staff skills including technology training.
- Acquire appropriate devices for staff to work with to knowledgeably support residents with technology.