



Webster Public Library | 980 Ridge Road | Webster, NY 14580 | P 585.872.7075 | websterlibrary.org

# Webster Public Library

## 2021-2024 Long Range Plan

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## **Acknowledgements**

The Long Range Plan was developed through a collaborative planning process that included involvement from a variety of library and community stakeholders. The Webster Public Library's goal is to offer a variety of experiences, spaces, and resources that grow with our community and inspire lifelong learning. This plan signifies the library's commitment to that effort by identifying several short- and long-term goals that anticipate the changing needs of our community over the next three years and how best to meet those needs. The Board of Trustees will consider the recommendation made by the committee.

To facilitate the process and oversee the plan's development, a Long Range Planning Committee was convened. Members of the committee contributed their time, energy, and perspectives to create a plan that will guide the library's future direction and efforts. The Library Board of Trustees would like to thank everyone who participated in this endeavor.

## **Committee Members:**

Terri Bennett, *Library Director*

Robyn Incardona

Tony Hubbard, *Board of Trustees President*

Peter Knapp

Julieann Angie

Shana Lynott

Sarah Brown

Terry McCarthy

Mary Carlin

Erin Moshier

Amy Crumley

Rick Taddeo

Sarah Dennison

## **About the Library**

The Webster Public Library is a municipal public library chartered by the New York State Education Department to provide library service to the residents of Webster.

Operational funding is provided through the Town of Webster. The Board of Trustees works with the Town Board through the annual budget process. This organizational structure helps to ensure that the public library meets the needs of the community and that the services and programs reflect a wise investment of taxpayer dollars.

The Webster Public Library is guided by the work of three independent, but inter-related, organizations.



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The Board of Trustees is a seven-member volunteer board that oversees and governs the library's operations, staff, and finances as required by New York State Education Law.

The Friends of the Webster Public Library is a non-profit, volunteer group committed to advocacy and fundraising to expand programming and offerings for all library users. Their efforts enhance and expand the library's role in the community.

The Webster Library Foundation solicits public and private funds that build the library's endowment for special projects and undertakings not supported by taxpayer money. The Foundation collaborates with the Board and staff to determine how Foundation funds will be utilized.

## **Planning Process**

The library's long-range planning process was designed to capture the ideas and feedback from diverse stakeholders. SWOT (strengths/weaknesses/opportunities/threats) analyses was conducted by several groups: WPL Board of Trustees, WPL Friends, Staff, and the Long Range Planning Committee.

## **Recommendations**

### Short-Term Priorities

#### ***Customer Service***

Goal: Create and enhance a positive organizational culture that maximizes staff resources and builds on individual and collective strengths

Action: Develop short- and long-term plans for individual skill building

Action: Engage in ongoing staff development to address identified customer service gaps

Action: Create a highly visible suggestion box encouraging patrons to offer any suggestions

#### ***Space/Environment***

Goal: Balance maximization of large space with a comfortable, inviting atmosphere

Action: Create a committee to review space usage, make recommendations, and reinforce creativity with thematic displays



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Action: Continue collaborations with community organizations to highlight artwork, displays, and information

Action: Visit nearby libraries (Penfield, Fairport, Irondequoit) to look for ideas that will make our library more comfortable and inviting

### ***Friends of the Library***

Goal: Maintain and enhance existing partnerships while assisting Friends with sustainability and growth

Action: Friends and library staff will meet to discuss how to promote new membership

### ***Community Connections***

Goal: Strengthen and broaden outreach

Action: Improve relationship with Town Board and Supervisor by personalizing library services to capture their interests

Action: Collaborate with Webster Central School District librarians and teaching staff to better capture youth participation

Action: Further develop cooperative relationships with community service providers and cultural groups by increasing our programming & partnerships with them

### ***Diversity & Inclusion***

Goal: Reaffirm our commitment to being an inclusive and welcoming library for all, which aligns with our brand personality goals

Action: Review collection development policy, staff development training, and programming to ensure systemic and ongoing effort to be welcoming for all

Action: Remove barriers to library services by creating a plan to be fine free for all youth materials by 2023



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### ***Marketing***

Goal: Increase awareness of library services in the community

Action: Social media team will create a marketing strategy to improve our communication with the community

Action: Use 2020 Census data to explore the demographics of current nonusers and the reasons they do not use the library

Action: Investigate adding a larger sign on the corner of Hard Road and Van Ingen Drive

### ***Programming***

Goal: Broaden reach in the community

Action: Create a programming survey to help staff understand what the community wants and adjust programming as needed

## Long Term Priorities

### ***Facility***

Goal: Plan for the future financial sustainability of the library

Action: Board of Trustees should partner with community leaders to begin identifying options for the end of the current lease

Action: Define library space needs in terms of seating, workspace, meeting room(s), and collection

Action: Prepare a business case rationale for messaging statements to the community to build greater support for the library building space needs

Action: Maintain current facility with safe, comfortable, welcoming spaces



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### ***Funding***

Goal: Expand and increase funding to meet the changing needs of the community

Action: Benchmark with other libraries with data analysis

Action: Expand fundraising efforts in collaboration with the Friends and Foundation to secure alternative funding

Action: Research grant opportunities

### **Next Steps**

This report will be submitted to the Board of Trustees and will act on the report's recommendations as it sees fit. The library staff will formulate a work plan to accomplish the goals directed by the Board. The ultimate goal is to create an enduring, sustainable institution and facility that will be viable, vital, and visible for generations to come. The Director will report on the progress over the ensuing three years.



## **Appendix A: Fast Facts**

### **Mission**

We enhance our community's intellectual and creative pursuits by providing expertise in combination with an eclectic collection. We are committed to providing the highest quality of service at the greatest value in a comfortable and inclusive environment.

### **Fast Facts**

Building:	(2 <sup>nd</sup> largest public library in Monroe County). This is a leased facility, not town owned property. The referendum to renovate went to a public vote held in 2001. The vote was 1,216 vs. 231. The cost to renovate was less than \$2,000,000. Major renovation in 2016 paid primarily by Alan Gindi, owner, to place our entrance to the rear of the plaza.
Holdings:	251,706 (print and non-print)
Materials budget:	\$57,097 (2020)  (books/magazines/music cds/books on cd/dvds/e-books) – all ages)
2020 budget:	\$2,224,134
Employees:	63 (10 FT)
Programs:	Children's: 409, attendance: 22,803 Teens: 55, attendance: 1,163 Adult: 256, attendance: 2,503
Door count:	245,657
Circulation:	683,533
Reference questions:	23,339
Computer usage:	20,745 – this does not reflect in-house wi-fi usage
Minimum weekly hours:	56
Days open:	316
Resident registered borrowers:	35,107 (Population of Webster: 44,878)
Non-resident registered borrowers:	332 (Out of county borrowers pay \$20 annual fee)