

Long Range Strategic Plan

Clifton Park-Halfmoon Public Library

Approved by the Clifton Park-Halfmoon Public Library Board of Trustees November 21, 2011

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Introduction

The Library opened its new building to the public in December 2006, and through 2007 and 2008 the Board and the Staff worked to establish and administer operations in the new quarters. Once it appeared that the operation had stabilized, in 2009 the Board established an ad-hoc strategic planning committee, whose goal was to try to look out several years into the future, to anticipate what changes or actions might be necessary to meet our constituents' desires and needs, and to ensure that the library was adding value to the community.

During 2009, the committee met often to identify what seemed to be the primary areas of concern. During that period the committee also analyzed the demographics of the district, using data from the 2000 census, and activity data from the Polaris system.

These activities continued through 2010 and a series of public and staff focus groups were conducted, to obtain direct input from constituents and library staff. Finally, all the information the committee had gathered and generated was shared with Board at the end of 2010, and board input was added to the mix.

In 2011 the committee recommended that its status be made permanent, since it was felt that long range planning should be an on-going effort, not a one time activity. By-laws were adopted to establish a permanent committee.

Mission Statement

The Clifton Park-Halfmoon Public Library shall provide informational, educational, cultural and recreational reading resources, services and programs for the people of the area the Library is chartered to serve. It shall strive to provide the most wanted resources, services and program on site as well as offer access to additional resources and services.

Strategic Decision Making for the Clifton Park – Halfmoon Public Library

As a result of all the effort to date, the committee determined that the Strategic Priorities were:

1. Fiscal Accountability and Stewardship
2. Public connection/Communication/Outreach
3. Programs/Services/Technology
4. Library Facility
5. Customer Service/Staff development
6. Severe Contingencies
7. Update environmental data to reflect 2010 census

The report goes into all these areas in more detail.

Strategic Priorities and Goals

1. Fiscal Accountability and Stewardship

The first priority for the future is to guarantee sufficient funding to meet the communities' needs for services, and to manage the operation so as to maximize value to the taxpayers. We will be financially constrained by the new tax cap legislation, as well as voters' willingness to support the library with tax revenues.

Goal

In support of the needs of the Library community, CPH will continue to implement prudent, innovative financial management and funding strategies, enabling CPH to sustain and enhance the quality of staffing, collections, programs, services, facility, and technology it provides to the library district.

Action items

- By February 28, 2012 develop a plan to address a budget vote defeat.
- By November 1, 2012, develop a plan to identify alternate sources of funding other than property tax revenue, and develop a plan on how to acquire and allocate this revenue to value added activities

2. Public Connection/Communication/Outreach

Maximizing value to taxpayers and the community requires that the community be aware of the services provided by the library and that they have the opportunity to use those services that are valuable to them. Such efforts should increase the perception of value within the community, and will help increase public support for the budget vote.

Goal

Develop and implement external and internal communication strategies and distribution models in order to increase community awareness of the value and services of the CPH Library.

Action Items

- By March 30, 2012 develop a plan to create awareness of library services through continued outreach efforts in the community at all age and socio-economic levels
- By May 1, 2012, develop a community survey that can be used to determine level of community awareness. This survey should be conducted once a year in May.
- By July 30, 2012 create a plan to revise website to increase its user friendliness and overall efficacy, including timelines and resource allocations.
- By January 31, 2011, establish a working group to evaluate ways the library can add value to the business community, including especially the Global Foundries project.

3. Programs/Services/Technology

Goal

The Library will provide technologies and collections that meet the educational, business and recreational needs of the library community. The library will support these technologies and collections with programs for all ages and interests. As a result, the library will:

- Support the public in increasing their digital literacy through access to digitized content
- Support the public in their technological literacy (use of technology tools and communication devices)
- Maximize outreach and public participation through the use of current technology
- Enhance traditional services and implement new and innovative services

Action Items

- By March 30, 2012 establish a working group to gather staff and patron input regarding programs and provide recommendations.
- By March 30, 2012 establish a working group to gather staff and patron input regarding technology services and provide recommendations.
- By April 1 2012 develop a survey to be used annually to determine from public what programs and technology services are desired.
- During May 2012 conduct survey.
- By July 2012 working groups make recommendations for programs and technology services

4. Library Facility

Goals

Manage the facility in a way that expands capacity, builds community, facilitates access and responds to demographic growth and diversity. Library should conduct ongoing studies to guide this management.

Action Items

- By March 2012 establish a working group to evaluate the overall use of space, including determining adequacy of study rooms and adequacy of Teen Place, and feasibility/desirability of including a café space.
- If changes are deemed necessary, by July 2012 develop a plan to address inadequacies.
- By March 2012 determine needs for outdoor programming

5. Customer Service/Staff Development

Goals

Continue to provide the personal, exceptional level of service to patrons they expect at the CPH Library in person, on the phone and electronically, through a well trained staff.

Action Items

- By August 2012 evaluate training requirements and develop staff training plan to ensure customer service continues to be excellent
- By May 30, 2012 develop a plan to evaluate customer services to ensure they meet customer needs/desires
- By May 2012 assess the value of RFID/Self Check implementation
- Continue systematic review of delivery of services at public desks

6. Severe Contingencies

There are several kinds of events or occurrences that can occur unexpectedly with the potential to cause harm or damage to the library and/or its patrons. A plan for dealing with each of these contingencies should be developed, and staff should be trained in those plans. The plans should identify areas of responsibility, immediate actions, and public communication.

Action Items

- By January 31, 2012 establish working groups to consider each of the following contingencies.
- By October 2012 each working group will have developed the plan for each contingency, and will have prepared a written plan, including a training plan.
- By November 2012 staff will be trained in the implementation of each plan.

Contingencies

- Tornado, earthquake
- Hostage situation
- Bomb threat
- Explosion
- Fire
- Pandemic
- Financial crisis – embezzlement, etc.
- All information services down, destroyed
- Library used as town shelter
- Blizzards and Major Snowstorms

7. Census Analysis

The plan was developed in part using a community analysis based on the 2000 census. That analysis should be updated using the 2010 census data

Action Item

By September 2012 update environmental analysis to reflect 2010 census data.