

## **Lakewood Memorial Library**

### **Strategic Plan 2023 – 2026**

#### **Mission Statement**

To help community members of all ages improve their quality of life by providing access to materials and services that meet their personal, educational, and professional needs.

#### **Major Accomplishments, 2017-2022**

**Fiscal:** Our efforts to ensure stable funding via the 259 law were successful. In addition, we developed several new fundraising efforts to supplement existing ones (e.g., annual appeal, book sales): the Food for Thought fall fundraiser; Give Big CHQ; and the Ambassador's Fun Run. During the COVID pandemic, out of concern for patron safety, we adapted fundraisers and created new ones (e.g., online auction, food truck dinners).

**Building and grounds:** With support from a NYS Construction grant, we added solar panels, constructed the reading terrace, and purchased a storage shed. In addition, we installed energy efficient lighting and a diaper changing station. The Will Churchill memorial amphitheater was designed and constructed.

**Interior issues:** Implementation of recommendations from the physical audit included reorganization and improved signage for entire library and ongoing emphasis on collection development and maintenance. The Joseph M. Johnson Local History Room was established. Technology improvements included installing new patron computers, WWW site revision, and development of Facebook and Instagram accounts. Upgrades to the children's area, some funded by memorials, include a reading boat, a sensory board, and a Lego table. Grant funding allowed us to purchase a Wi-Fi enabled screen and projector that will allow large-group presentations. We developed and implemented thorough plans for safety and patron accommodation during pandemic times.

**Library storm damage:** In February 2022, a major snowstorm caused the library roof to leak in many spots. A restoration company removed all 26,000 books plus thousands more DVDs and other materials and put them into safe storage. They sealed the building and piped in superheated air for more than a week to thoroughly dry our wooden ceiling and fabric carpet. The library closed on 2/8 and reopened on September 12.

Insurance professionals and structural engineers ultimately determined the source of the leaks as related to a rooftop HVAC unit that was installed improperly. Damage to the library included the roof, the HVAC system, and floors, ceilings, and walls inside the building. Insurance paid for some of the damage. In addition, the library wrote a New York State Construction Grant to cover some costs. The remainder has depleted the "rainy day" fund, although patrons and area foundations have provided some support.

Programs: Many new programs were initiated; some were made virtual during the pandemic outbreak. We learned some lessons about virtual delivery of programs, which we will use in developing new offerings. We initiated and developed vital partnerships with SWCSD librarians and teachers, parents, and students. We are currently developing a partnership with the YWCA.

### **Board of Trustees 2023**

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### **Library Staff 2023**

Shannon Taylor – Library Director  
Melanie Smith – Program Director  
Nancy Dawson – Senior Circulation Assistant  
Joyce Moskwa – Library Assistant, Circulation

### **Strategic Plan**

#### **Core Values, Goals, and Objectives 2023--2026**

#### **READ: We promote literacy and the joy of reading**

- a. Promote and support readers and authors.
- b. Continue to make contemporary materials available to keep users up to date with current literature, films, and other topics of discussion and interest.
- c. Promote the enjoyment and value of reading with book discussions and story time.
- d. Brand and market programs; advertise using social media.

### **GROW: We foster growth through lifelong learning**

- a. Identify and implement necessary changes to library collections and programs that introduce ideas, build skills, support lifelong learning, and spark creativity.
- b. Provide opportunities to explore art and music by offering workshops and in-residence programs; create and offer Makerspace programs.
- c. Continue to encourage more people to take advantage of library programs and services by getting library cards, conducting semi-annual library card campaigns.
- d. Strive to become center of community awareness; offer varied calendar of programs and events.
- e. Expand access to historical and genealogical resources; develop partnerships to achieve these goals.

### **SERVE: We provide quality service to our patrons**

- a. Enhance patron experience and encourage greater library usage by continuing to improve physical and virtual spaces and providing access to tools, programs, and activities.
- b. Promote the library's value to our community. Assess the needs of patrons and their satisfaction by conducting a needs assessment and a satisfaction survey.
- c. Continue to develop and implement partnerships to assist teachers, parents and children.
- d. Seek consultations and recommendations on use of existing library spaces, including outdoor spaces.
- e. Evaluate the safety and security needs of the library on an ongoing basis.
- f. Provide staff with opportunities for continued professional development.
- g. Develop the library's volunteer system in ways that help the library further improve its services and programs while providing meaningful opportunities to engage the community's citizens.

### **MEET: We embrace and support the entire community**

- a. Offer services that meet individual and community needs for obtaining information, achieving educational goals, and providing technological education and accessibility.

- b. Explore and expand partnerships within the community to increase outreach opportunities (e.g., internships, research assistance).
- c. Seek information about and expand access to resources needed for student success.
- d. Coordinate summer learning opportunities with educators.
- e. Increase outreach to seniors and individuals with limited access to community services.
- f. Expand services and resources to help those seeking employment and development of new skills.
- g. Encourage increased use of the library's website and social media by promoting its usefulness to the community.
- h. Plan outreach activities to coordinate with community events.
- i. Serve as an information resource for environmental awareness and sustainability.

**EXPLORE: We maintain public access to current technology**

- a. Confirm annually that website is ADA compliant.
- b. Regularly update website and social media content.
- c. Assess and expand staff technology training.
- d. Adapt new technologies to increase patron access and capabilities.
- e. Provide programs (e.g., digital literacy, hybrid programs) and technological enrichment for all patrons.
- f. Explore and implement educational programs in coding, web design, and common software.

**DEVELOP: We seek to improve and expand to meet community needs**

- a. Pursue expanded 259 funding, marketing the library's successes with school partnerships and community value.
- b. Explore options and develop a plan for expanding the library and evaluate the specific steps required to sustainably finance the expansion.

- c. Continue to actively pursue growth of LML Capital/Maintenance Investment fund and promote contributions to LML Endowment Fund.
- d. Consider a capital development program to include one-time individual donations, a pledge system, and potential sale of library naming rights.
- e. Implement an annual Board Self-Assessment to highlight areas of excellence and opportunities to improve development to support the library's mission and vision.
- f. Explore establishing a fund to support library staff training and professional development.

Adopted by Board of Directors, September 20, 2022.