



## Highland Public Library Plan of Service 2019-2022

### Executive Summary:

This 2019-2022 Long Range Plan provides a roadmap for the Highland Public Library (HPL) for the next four years. It is a living document that gives the organization the ability to adjust to the needs of the community and library trends. The plan outlines the Library's approach to delivering high-quality services to best serve residents of the Highland Central School District.

A committee made up of staff and Board members took part in a PILOT program through Mid-Hudson Library System to gather information by reaching out to community members and asking what they would like to see in their community. These group discussions included a variety of community members as well as staff, Trustees, and the Friends of Highland Public Library. At the end of the program the committee put together a survey to gather more detailed information. The survey was online and physical format. After reviewing all responses, the committee recommended the following.

### Goals:

- 1) Increase public awareness of library programs and events by providing better communications.
- 2) Provide diverse library materials and collections for community members to explore topics of personal interest
- 3) Provide access to the latest technology
- 4) Provide safe and welcoming spaces for meetings and programs and quiet study space.
- 5) Offer a variety of programs to meet the diverse needs of our community
- 6) Maintain a trained, friendly and motivated staff to consistently deliver professional, knowledgeable and excellent service.

### Mission Statement of the Highland Public Library

The purpose of the Highland Public Library is to provide ready access to a broad collection of various materials, programs and services for community residents of all ages for personal enrichment, enjoyment and educational needs. The library will provide resources in the most efficient manner possible assembling print and non-print materials, introducing new technologies to provide reliable and relevant information. This service is provided on a fair and equitable basis to all individuals residing in the Highland Central School District.

### Vision Statement of the Highland Public Library

1. Introduce community members to innovations in technology
2. Be a gathering place for the community

3. Provide resources for residents to attain their goals
4. Provide the best possible customer service

## Public Awareness and Communications

*Goal Statement: The HPL will increase public awareness of library programs and events by providing better communications. HPL will collaborate with other community groups to provide a resource to post events and programs.*

### Objectives:

1. Increase attendance at library programs
2. Utilize a variety of communication methods
3. Ensure staff sends consistent message
4. Provide a community calendar

### Activities:

- Monthly review with staff so all library personnel are sending a consistent message.
- Develop coordinated posting procedures for Facebook, Twitter, and other social networking technologies as appropriate.
- Annually present a printed online, and e-newsletter report to the community.
- Consistently distribute a monthly e-newsletter.
- Consistently create and distribute a monthly print newsletter.
- Establish ongoing communications with community organizations
- Create a community calendar where citizens can find all local events

### Evaluation Methods:

- Ongoing assessment of the effectiveness of communication methods and initiatives.
- Increase in attendance at library programs
- Ongoing review of and response to anecdotal comments to ensure continuous improvement.
- Periodic community survey to determine effectiveness of communication methods and initiatives.

## Library Materials and Collection Development

*Goal Statement: HPL will maintain and develop collections designed to meet the needs of the community, by including new technologies and formats in addition to traditional formats.*

### Objectives

1. Keep collections up-to-date in critical areas.
2. Provide adequate access to popular items and new formats and technology.
3. Analyze collections for gaps in critical areas.
4. Provide access to a diverse collection of topics in all formats.

### Activities:

- Follow collection development and material selection policies.
- Consider recommendations from community.
- Keep abreast of new formats.
- Periodic review of collection by Library Director and staff.

### Evaluation Methods:

- Ongoing review and response to anecdotal comments to ensure continuous improvement.
- Maintain current circulation statistics or increase circulation by 5%.

## Emerging Technology and Technology Literacy Programs

*Goal Statement: HPL will provide the community with access to the latest technology and technology literacy skills programs to meet the expressed needs of the community with a focus on employment, financial, basic computer skills, and new and emerging technologies.*

### Objectives:

- Keep technology assets up-to-date.
- Provide adequate access to technology especially new and emerging technologies.
- Introduce community to new, emerging technology.

### Activities:

- Provide workshops on Internet Job searching skills and completing Internet Employment applications.
- Provide Resume help and support workshops.
- Provide basic computer skills classes and workshops for all ages.
- Provide computer/technology classes on a broad range of computer and technology

topics

- Hold technology petting zoos to introduce community to new emerging technology.
- Develop a matrix to determine when to purchase new technology and/or when to discard out dated technology.

#### Evaluation Methods:

- Ongoing review of and response to anecdotal comments to ensure continuous improvement.
- Review number of workshops, number of participants, and workshop session evaluations to support continuous improvement.
- Periodic community survey to determine effectiveness of technology programs

#### Library Space:

*Goal Statement: HPL will provide the community with safe welcoming spaces for meetings and programs, and quiet study space.*

#### Objectives:

- Provide a clean clutter free building
- Ensure all feel welcome and safe
- Provide space for local groups to meet
- Provide space for programs for all ages
- Provide safe space for community members to come together for discussions
- Provide space for tutors and other one on one services

#### Activities:

- Hire cleaning service or custodians based on budget and procurement policy.
- Staff will greet each person as they come through the door to the collection.
- Adhere to policies in place for meeting room, conference room and tutors.
- Facilitate or enlist facilitators for group discussions

#### Evaluation Methods

- Ongoing review of and response to anecdotal comments to ensure continuous improvement.
- Daily walk through of building by Library Director and staff to check for cleanliness
- Periodic review by staff and Library Director to determine effective use of building

## Programs

*Goal Statement: HPL provide a wide range of programs to the community to meet the needs of all ages.*

### Objectives:

1. Provide programs to meet the needs and request of all community members.
2. Increase attendance at programs

### Activities:

- Review surveys of residents to determine programs to offer
- Reach out to community for volunteers willing to present a program
- Look for grants and donations to defray costs of programs
- Collaborate with other community groups to provide programs.

### Evaluation Methods:

- Ongoing review of and response to anecdotal comments to ensure continuous improvement.
- Periodic review and analysis by the Library Director to achieve outcome-based evaluation of initiatives and improvements.
- Review number of workshops, number of participants, and workshop session evaluations to support continuous improvement.
- Periodic community survey to determine interest of programs.

## Staff Development, Training, and Communications

*Goal Statement: Maintain a trained, friendly and motivated staff to consistently deliver professional, knowledgeable and excellent service.*

### Objectives:

1. Provide excellent customer service while meeting the needs of the community.
2. Ensure staff has the knowledge and skills required for their positions
3. Make certain Trustees have the knowledge and skills they need to best serve the library and community.

Activities:

- Provide library staff and trustees with the opportunity to develop the skills and knowledge necessary to fulfill their roles and responsibilities.
- Library Director will encourage staff and trustees to take advantage of continuing education, resources, and networking opportunities in such areas as leadership, management, advocacy skill, strategic public relations, technology, and customer service.
- Develop coordinated communications procedures to keep everyone up-to-date and aware of HPL issues, programs, etc.
- Provide staff and trustees with coordinated communications.

Evaluation Methods:

- Number and topic of continuing education sessions as compared to MHLS best practices.
- Number of staff/trustees attending training sessions
- Evaluation by attendees at each session, reviewed by the Library Director.
- Conduct regular staff evaluations to ensure continuous professional growth

