

## Five-Year Plan for the Lansing Community Library

**Lansing Community Library Mission Statement:** The mission of the Lansing Community Library is to maintain and improve the quality of life for the citizens of the Lansing community by providing access to information, cultural resources and opportunities for personal enrichment. The Lansing Community Library will provide informational, educational and recreational reading for users for all ages. The Lansing Community Library will provide expertise and current technology for equal access to high quality library services, materials, personnel and facilities. The Lansing Community Library will always seek to have a dynamic dialogue with the residents of this area to ensure that it is addressing community needs.

### Goals and Actions

### Who

### When

#### A. MANAGEMENT

1. <b>Goal: Develop effective trustees</b> Action: Conduct an annual self-evaluation Action: Orientation for new Trustees	Trustees Trustees/LD	Annual/ Nov As needed
2. <b>Goal: Oversight of Library Director</b> Action: Yearly evaluation of LD according to the evaluation tool Action: Analyze budget and maintain a pay rate that is equal to standards for comparable work and a living wage.	Trustees/Personnel Committee Finance Committee	Annual/ Nov November review/ Ongoing
3. <b>Goal: Provide training and enrichment opportunities for both the paid and volunteer staff</b> Action: Budget for professional advancement Action: Schedule personnel training	Finance Committee LD	Ongoing Ongoing
4. <b>Goal: Develop a recognition strategy for both the paid and volunteer staff</b> Action: Create a budget and process for recognition of accomplishments, holidays, etc.	Personnel Committee	Annual
5. <b>Goal: Add staff</b> to allow LCL to maintain current open hours, eliminate contract worker staff status (excepting teen workers) Action: Increase hours for part time children's librarian to include more afterschool programming and some desk coverage	Personnel/Library Director/Trustees LD	Fall 2019 or later
6. <b>Goal: Periodic review of Civil Service positions and rules</b> Action: LD should brief trustees on Civil Service requirements and changes 7. <b>Goal: Continue cooperation with Lansing Youth Services</b> Action: Stay flexible with ability to provide extra funds for teen workers if LYS runs short as staffing needs, funds and youth pay rate can change annually	LD/Personnel LD	Ongoing Annually

#### B. COLLECTION & TECHNOLOGY

1. <b>Goal: Build collection based on patron usage and satisfaction data as well as collection development policy</b> Action: Utilize Polaris reports, holds, que system, interlibrary loan data, data from digital platforms, etc. to determine collection gaps/needs Action: Identify grants to supplement acquisitions	LD LD/Grant Committee	Monthly Ongoing
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2. <b>Goal: Expand local history collection</b> Action: Continue to add/develop this collection, also consider digital materials	LD/History Committee	Annually
3. <b>Goal: Ensure that all LCL staff and volunteers stay current with emerging technology</b> Action: Identify staff and volunteer deficiencies in understanding and provide training Action: Staff and volunteers will promote LCL through use of social networking	LD/Technology Committee LD/Library Assistant (LA)	Annually (in January) Ongoing
4. <b>Goal: Make use of available library system technologies</b> Action: Investigate emerging technologies and determine appropriateness for LCL Action: Update version of Google for Non-Profits and re-train Trustees, LD and select staff to utilize Action: Build needs into budget where possible	LD/Technology Committee LD/Select Staff/Technology Committee Trustees	Ongoing By May 2019 Annually
5. <b>Goal: Make use of available library patron technologies (computer terminals, eBooks, downloadable books)</b> Action: Pull and review data regarding patron use of available technologies Action: Create and distribute a Patron Wish List survey to identify items beyond the physical collection that patrons may want the library to offer Action: Research technology grants available Action: Build needs into budget where possible Action: Update the technology maintenance and replacement schedule to include the FLLS recommendation of replacing 1/5 <sup>th</sup> of the computers each year	LD/Technology Committee LD/Technology Committee  LD/Tech. & Grant Committees LD/Technology Committee LD/Technology Committee	March & September Ongoing  Ongoing Ongoing May & November

### C. PROGRAM DEVELOPMENT

1. <b>Goal: Provide educational programs for all ages and demographics.</b> Action: Track targeted audiences of current programs to look for gaps in the types of people we are attracting Action: Design programs specifically for underserved groups Action: Bring programs to senior living communities Action: Increase emphasis on intergenerational activities	LD/Program Committee LD/FOLCL LD/FOLCL LD/FOLCL	Ongoing Ongoing Ongoing Ongoing
2. <b>Goal: Provide programs with community-building and outreach as a primary purpose.</b> Action: Partner with local businesses to provide social programs Action: Cosponsor events with other local causes and organizations Action: Develop organizational traditions (i.e. – Fall Farmers' Market, Spring Logo Contest, Winter Movie Nights...)	Marketing/Trustees/LD/FOLCL Marketing/Trustees/LD/FOLCL Marketing/Trustees/LD/FOLCL	Ongoing Ongoing Ongoing

### D. OUTREACH

1. <b>Goal: Increase awareness of LCL's current and potential role in the community</b> Action: Build cooperation and links with civic groups, public officials, school district officials, and the town board	Trustees/LD	Ongoing
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<p>Action: Use monthly eNewsletter, Facebook, and website to promote library activities, events, and acquisitions</p> <p>Action: Continue to assess patrons' needs and desires for the library</p> <p>Action: Increase engagement of volunteers, potential FOLCL and trustee candidates through invitations to participate in focused ways or at specific events</p> <p>Action: Invite more volunteers to be on our committees</p> <p>Action: Expand welcome packets/binders for new families in Lansing</p> <p>Action: Host an additional annual fundraiser event in cooperation with the Friends</p> <p>Action: Newsletter for patrons and the Town Board</p>	<p>LD/Staff/Marketing LD/Trustees/FOLCL</p> <p>LD/Trustees/FOLCL/Marketing Trustees/FOLCL LD/Marketing Marketing/FOLCL LD/Staff/Trustees</p>	<p>Ongoing Ongoing</p> <p>Ongoing Ongoing 2019 Min. every 2 years Monthly</p>
<p>2. <b>Goal: Develop LCL's reputation as a community hub</b></p> <p>Action: Approach each program as an outreach opportunity and organize some programs with this as the primary goal</p>	FOLCL/Trustees/LD	Ongoing
<p>3. <b>Goal: Increase knowledge of social issues within the community.</b></p> <p>Action: Seek out classes or presenters to assist community in needed areas.</p> <p>Action: Continue to think of and implement ways of engaging and assisting community and patrons as possible.</p>	<p>LD/Staff/Trustees</p> <p>Staff/Marketing</p>	<p>Ongoing</p> <p>Ongoing</p>

### E. BUILDINGS & GROUNDS

<p>1. <b>Goal: Provide regular maintenance of building and grounds</b></p> <p>Action: Annual review of systems and structure provides summary of long- and short needs for the library's building and grounds. Binder behind the front desk contains information about systems, suppliers, and status.</p> <p>Action: Develop a budget for building maintenance and improvements to be incorporated into the annual budget</p> <p>Action: Work with Friends to assist in fundraising; request specific items not covered in budget.</p>	<p>Buildings &amp; Grounds Committee</p> <p>B&amp;G Committee/Trustees LD/B&amp;G Committee/FOLCL</p>	<p>Annual/ongoing</p> <p>Annual Annual</p>
<p>2. <b>Goal: Refurbish upstairs reading/computer space with new carpet and shelves</b></p> <p>Action: Flooring – evaluate covering and determine source of funds (Senate grant?)</p> <p>Action: Shelves – create budget and raise funds</p> <p>Action: Schedule work</p>	<p>LD/Buildings &amp; Grounds Committee LD/B&amp;G Committee/Trustees LD B&amp;G Committee/Trustees</p>	<p>2019 2019 2019</p>
<p>3. <b>Goal: Evaluate opportunities for growth of library space.</b></p> <p>Action: Determine whether addition or new build is best option based on current town planning, existing building limitations, and budget.</p> <p>Action: Assess patron usage and survey patrons and community members for additional needs, evaluate any structural concerns.</p> <p>Action: Assess current space use for possible reconfiguration.</p> <p>Action: Research building related grants available; NY state grants and other (to use also with flooring replacement and shelving).</p> <p>Action: Explore expansion opportunities, involve architects in developing conceptual</p>	<p>LD/B&amp;G Committee/Trustees</p> <p>LD/B&amp;G Committee/Trustees LD/B&amp;G Committee/Trustees</p> <p>LD/B&amp;G Committee/Trustees</p>	<p>2019 2019 2019</p>

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<p>designs for better use of existing space.</p> <p>Action: Initiate requests for feasibility studies and evaluating future space options.</p> <p>Action: Involve architects in developing designs for future library space; the result of this process would be a general design for expansion and alteration.</p> <p>Action: Explore prospective funders and supporters. Develop capital campaign. (It has been suggested that a larger theme be selected to provide a focus for this project, and that preserving Lansing's history be a possible choice.)</p> <p>Action: Begin contracting process (bid/award/construction and so on)</p>	LD/B&G Committee/Trustees	2019
	LD/B&G Committee/Trustees	2020
	LD/B&G Committee/Trustees	2021
	LD/B&G Committee/Trustees	2020
	LD/B&G Committee/Trustees	2022

### F. FINANCE & BUDGET

<p>1. <b>Goal: Provide strong stewardship and solid, thoughtful financial planning for the library</b></p> <p>Action: Conduct monthly review of the budget and report to the Board of Trustees</p> <p>Action: Manage the library tax levy and selection of new trustees through an annual vote held at the library</p> <p>Action: Provide the community with an annual report</p> <p>Action: Plan for modest annual tax levy increases that keep pace with the cost of living but also allow for appropriate upkeep of the library services, materials and physical building</p> <p>Action: Increase contributions to the budget through Friends efforts, the Town Board, grants, and other contracts. Continue to explore funding sources</p>	Finance Officer/Finance Committee	Ongoing
	Trustees/Finance Committee	Annual
	LD/Trustees	Annual
	Finance Committee/Trustees	Annual
<p>2. <b>Goal: Develop a plan for strategic growth and consistent use of Endowment Funds</b></p> <p>Action: Determine actual annual proceeds from Endowment Fund and utilize the long-term plan to best apply use of those funds</p> <p>Action: Develop specific “asks” to continue to grow the fund.</p> <p>Action: Target a mailing to reach patrons living outside our taxing district</p> <p>Action: Explore Donor Retention Software</p> <p>Action: Formalize and Implement Planned Giving</p> <p>Action: Train Trustees for annual “asks” and Planned Giving procedures</p> <p>Action: Expand partnership with the Friends’ Group</p>	LD/Trustees	Ongoing
	Trustees	Ongoing
	Endowment Committee/Trustees	2019
	Endowment Committee	2019/2020
	Library Director	2019
	Endowment Committee	2019
	LD/Endowment	2019
	Endowment Committee	Ongoing