

## LCL Long Range 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.

### A. MANAGEMENT

GOALS AND ACTIONS	WHO	WHEN
<p><b>1. Goal: Develop effective trustees</b>            Action: Conduct an annual self-evaluation            Action: Review and revise orientation materials for new Trustees            Action: Develop information packet for orientation of new Trustees            Action: Provide development materials for board members, including NYS School Library rules and regulations            Action: Consistently review and assess progress on long-range plan goals</p>	<p>Trustees            Trustees/Personnel Committee            Trustees/Personnel Committee            LD/ Personnel Committee             Trustees</p>	<p>In process            annually (updated 2019)            2020/ 2021             Ongoing</p>
<p><b>2. Goal: Oversight of Library Director</b>            Action: Develop new self-evaluation form to include goal setting for the LD; review and revise annual review procedures            Action: Yearly evaluation of LD according to the evaluation tool</p>	<p>Trustees/Personnel Committee             Personnel Committee/Trustees</p>	<p>Fall 2020             Annually</p>
<p><b>3. Goal: Provide training and enrichment opportunities for both the paid and volunteer staff</b>            Action: Budget for professional advancement            Action: Schedule personnel training</p>	<p>Finance Committee            LD</p>	<p>Ongoing            Ongoing</p>
<p><b>4. Goal: Evaluate staffing to ensure LCL can maintain services and programming</b>            Action: Evaluate potential staff changes based on community needs</p>	<p>Personnel Committee/ Finance Committee</p>	<p>Ongoing with annual budget</p>
<p><b>6. Goal: Continue cooperation with Lansing Youth Services</b>            Action: Maintain flexibility to provide extra funds for teen workers if LYS runs short as staffing needs, funds and youth pay rate can change annually</p>	<p>LD</p>	<p>Ongoing</p>

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<p><b>7. Goal: Convert all policies to a consistent layout/format.</b>            Action: Decide on a format and determine the process for converting policies to this format.</p>	Policy Committee/Library Director	Fall 2021
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### B. COLLECTION & TECHNOLOGY

GOALS AND ACTIONS	WHO	WHEN
<p><b>1. 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</p>	LD LD/Grant Committee	Monthly Ongoing
<p><b>2. Goal: Expand local history collection</b>            Action: Continue to add/develop this collection, also consider digital materials</p>	LD	Annually
<p><b>3. 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</p>	LD/Technology Committee LD/Library Assistant (LA)	Ongoing Ongoing
<p><b>4. Goal: Make use of available library system technologies</b>            Action: Investigate emerging technologies and determine appropriateness for LCL</p>	LD/Technology Committee	Ongoing
<p><b>5. 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 advertise/promote an online method for Patron Feedback to identify books or items beyond the physical collection that patrons may want the library to offer            Action: Research technology grants available            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</p>	LD/Technology Committee LD/Technology Committee LD/Tech. & Grant Committees LD/Technology Committee	March & September Ongoing Ongoing May & November

### C. PROGRAM DEVELOPMENT

GOALS AND ACTIONS	WHO	WHEN
<p><b>1. 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</p>	LD/Program Committee	Ongoing

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Action: Design programs specifically for underserved groups	LD/FOLCL	Ongoing
Action: Bring programs to senior living communities	LD/FOLCL	Ongoing
Action: Increase emphasis on intergenerational activities	LD/FOLCL	Ongoing
<b>2. Goal: Provide programs with community-building and outreach as a primary purpose</b>		
Action: Partner with local businesses to provide social programs	Marketing/Trustees/LD/FOLCL	Ongoing
Action: Cosponsor events with other local causes and organizations	Marketing/Trustees/LD/FOLCL	Ongoing
Action: Develop organizational traditions (i.e. – Fall Farmers’ Market, Spring Logo Contest, Winter Movie Nights...)	Marketing/Trustees/LD/FOLCL	Ongoing

### D. OUTREACH

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

### E. BUILDINGS & GROUNDS

GOALS AND ACTIONS	WHO	WHEN
<b>1. Goal: Provide regular maintenance of building and grounds</b>		
	LD/Buildings & Grounds (B&G) Committee	Annual/ongoing

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Action: Annual review and summary of systems and structure of the library building and property, address and document long-and short needs (binder behind the front desk contains information about systems, suppliers, and status).	LD/B&G Committee/Trustees	Annual/ongoing
Action: Develop a budget for building maintenance and improvements to include in the annual budget.	LD/B&G Committee/Trustees	Annual/ongoing
Action: Address and improve structural elements as needed to maintain our building.	LD/B&G Committee/Trustees/FOLCL	Annual/ongoing
Action: Work with Friends to request funding for specific, necessary building/property related items not covered in budget.		
<b>2. Goal: Evaluate opportunities for growth of library space</b>		
Action: Assess patron usage; survey patrons and community members for additional needs regarding library space and use..	LD/B&G Committee/Trustees	2021/ongoing
Action: Evaluate results of feasibility study; consider future needs and goals of the library (all levels of programming and community needs), public perception, and determine what direction of growth to pursue (new build, expansion/renovation).	LD/B&G Committee/Trustees	2021/ongoing

### F. FINANCE & BUDGET

GOALS AND ACTIONS	WHO	WHEN
<b>1. Goal: Provide strong stewardship and solid, thoughtful financial planning for the library</b>		
Action: Provide the community with an annual report	LD/Trustees	Annual
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	Finance Committee/Trustees	Annual
Action: Increase contributions to the budget through Friends efforts, the Town Board, grants, and other contracts. Continue to explore funding sources	LD/Trustees	Ongoing
Action: Create a Finance FAQ for new Trustees	Finance Committee/LD/Bookkeeper	Spring 2021
Action: Modify budget reporting to make more understandable to the Board	Finance Committee/LD/Bookkeeper	Fall 2020
Action: Continue looking into investment vehicle	Finance Committee	ongoing
Action: Consider options for processing payroll with third-party vendor	Finance Committee	2020
	Finance/Personnel Committees	