

# Pittsford Community Library

## Long Range Plan

2020 - 2024

Approved May 8, 2019

### Vision and Mission

#### VISION STATEMENT

The Pittsford Community Library is a gathering place for recreational and cultural enrichment as well as an innovative resource for information and knowledge. It supports literacy and life-long learning for all.

#### MISSION STATEMENT

The mission of the Pittsford Community Library is to connect our community with an exceptional array of resources, including collections, technology, services, and a competent engaging staff in a historic canal-side setting. This dynamic combination provides a vibrant hub for lifelong learning in a warm and welcoming environment.

## Strengths

Our current strengths have been identified as:

A. Customer Service

We practice a proactive approach to customer service, aiming to anticipate our customers' needs and exceed their expectations.

B. Programs

We have developed an offering of programs that appeals to people of all ages, attracting greater audiences each year.

C. Library Facility

Our library facility enables us not only to provide an exceptional library experience, but it also distinguishes us as an important community gathering place.

D. Financial Support

We are fortunate and grateful to be well supported financially by the Town of Pittsford, the PCL Friends and the PCL Foundation.

E. Library Leadership

We are guided by forward thinking leadership that continuously looks for best practices and creative solutions to challenges.

## Challenges

The challenges we face are defined as:

A. Response to changing technology

The challenge is to ascertain which developments are lasting and which are transitory. Once determined, a balance must be found between building new collections quickly and maintaining an existing format until the public has made its preferences known. Training in new technology is necessary not only for the staff, but for the public as well.

B. Staff to maintain high customer service levels

To meet expected customer service levels, staff must function at increasingly higher levels. The challenge is to find ways to work smarter and more efficiently to stay on top of the workload, increasing staff as a last resort.

C. Development of a collection that reflects the interests of the community

It is desirable to build and maintain a collection of materials in multiple formats that will satisfy the requests of the community.

D. Financial stability could be affected by changes in the economy

An uncertain economy in the next five years could impact our budgetary support from all three sources – Town of Pittsford, PCL Friends and PCL Foundation. Every dollar must be spent wisely.

E. Maintain public awareness of the value and services of the Library

The Library is an essential component of our community. We need to promote the many benefits of the library in order to ensure continual support.

## Strategy and Tactics

The planned actions to meet the challenges are:

A. Use information gathering tools to measure and track the relevance of library service offerings and patron satisfaction over time.

1. Tools may include but are not limited to surveys, Town surveys, focus groups, polls, and patron comments.
2. Information gathering intervals should not exceed three years.
3. Information gathering targets would include changing technology, usability, staff customer service, the collection, the facility, program awareness, etc.
4. Utilize the learning to continually maintain/enhance library service offerings and high levels of patron satisfaction where needed across key metrics.

B. Response to changing technology – be alert to changing technology (not fads).

1. Maintain an active staff tech team to investigate ways technology and “best practices” can be applied to library operations and services
2. Benchmark with other libraries
3. Attend trade shows
4. Attend technology workshops to keep Trustees and staff up-to-date
5. Incorporate new technology into library services where appropriate

C. Staff to maintain high customer service levels

1. Continue customer service improvement as a priority in staff performance
2. Investigate ways to improve productivity
3. Explore sharing labor with other Town of Pittsford departments
4. Examine service offering to determine if the demand no longer supports the service
5. Adjust workforce as necessary

D. Collection – the collection must be timely, complete, and in the correct media form

1. Maintain statistics to gauge response to demand. e.g. unfilled holds report, Hot Books collection

2. Utilize reference logs to record requests for items not owned
  3. Transition to new media types when deemed appropriate
- E. Budget support is maintained by working closely with funding sources
1. Examine services and operations for ways to economize
  2. Continue to nurture our close working relationship with the Town of Pittsford
  3. Support the efforts of PCL Friends to raise funds
  4. Support and recognize the PCL Foundation
  5. If a financial crisis or risk of crisis is recognized, a special committee will convene to form an action plan(s) to deal with the crisis. The committee will consist, at a minimum, of the Director and Trustee Officers.
- F. Facility must provide an attractive, comfortable environment that encourages patrons to visit
1. Create an environment in which all individuals are treated fairly and respectfully; are valued for their distinctive skills, experiences, and perspectives; have equal access to resources and opportunities; and can contribute fully to the organization's success
  2. Respond to safety and risk issues promptly
- G. Outreach and Promotion of Library and the services provided
1. Effectively use social media, e-newsletters and library website to promote programs, services and collection
  2. Develop outreach efforts directed toward selected population groups within the community
  3. Work with Town departments to publicize library news
  4. Apply our logo on all communications and signage where appropriate