



**Clifton Springs Library**  
4 Railroad Avenue  
Clifton Springs, New York 14432  
315-462-7371  
www.cliftonspringslibrary.com

## **Clifton Springs Library Strategic Plan 2019 - 2021**

### **Planning Summary**

The following Strategic Plan was designed through a collaboration between the Clifton Springs Library Board of Trustees, the library Director, and the Pioneer Library System and was facilitated by Ron Kirsop, Assistant Director of the Pioneer Library System. Data was collected through online and paper surveys, focus groups, community conversations, and library usage data. The Strategic Plan provides the framework to meet the identified needs of the library and its stakeholders over the course of the next three years, January 2019 through December 2021.

### **Mission Statement**

The Clifton Springs Library provides free and equal access to cultural and educational experiences. We celebrate ideas, promote creativity, connect people, and enrich lives.

### **Goals**

Through the Strategic Planning process, three priorities were identified as essential to the growth of the Clifton Springs Library. These priorities include:

1. Creating and maintaining library spaces for all
2. Promoting lifelong learning
3. Engaging the community

These priorities align with the mission of the library to educate, enlighten, and enrich our community.

### **Priority One: Creating and Maintaining Library Spaces**

**Purpose:** The library needs more space to better serve all parts of the community, especially school-age children.

**Leader:** Facilities Committee and Library Director

<b>Project:</b>	Develop a facilities plan to address expansion on the east side of the building, increasing the Children's Room to include a storytime area and dedicated space for ages 5-12.
-----------------	--

<i>Action Step One:</i>	Complete an RFP process for architect firms to investigate the feasibility and possibilities with this space. <u>Estimated Timeline</u> – December 2019
<i>Action Step Two:</i>	Plan and execute a capital campaign to raise funding for the decided expansion. <u>Estimated Timeline</u> – June 2020
<i>Action Step Three:</i>	Apply for NYS Public Library Construction Grant once capital campaign reaches an appropriate level. <u>Estimated Timeline</u> – May 2021
<i>Measurement:</i>	Completion of the projected building project.

**Priority Two: Promoting Lifelong Learning**

**Purpose:** The library will host programs and classes for all ages that offer opportunities for education, skills development, and academic enrichment.

**Project Leader:** Library Director

<b><i>Project:</i></b>	<b>Develop an Annual Lifelong Learning Plan</b>
<i>Action Step One:</i>	Conduct an interest survey to be distributed to the community to gauge interest in different types of classes and events that could be held at the library. Final list of potential classes/events that could be implemented at the library and incorporated into Annual Lifelong Learning Plan. <u>Estimated Timeline</u> – June 2019
<i>Action Step Two:</i>	Develop a 1,000 Books Before Kindergarten Program that focuses on early literacy in our community. <u>Estimated Timeline</u> – September 2019
<i>Action Step Three:</i>	Develop a series of adult classes that focus on life skills, literacy, and technology to be replicated on an annual basis with adjustments.

	Estimated Timeline – June 2019
<i>Measurement:</i>	Successful development of Annual Lifelong Learning Plan

**Priority Three: Engaging the Community**

**Purpose:** The library will discover new avenues for promoting its value to the community including its role in early literacy/school readiness and the educational opportunities for adults.

**Project Leader:** Library Director and Staff

<b>Project 1:</b>	<b>Develop Marketing Procedures for All Staff to Follow</b>
<i>Action Step One:</i>	Conduct a brief study to determine the best places to advertise in the community. <u>Estimated Timeline</u> – July 2019
<i>Action Step Two:</i>	Perform a communication audit to analyze that all library communication conforms to appropriate language, style, and distribution as stated in the Marketing Plan. <u>Estimated Timeline</u> – July 2019
<i>Action Step Three:</i>	Develop flyer and advertising templates and marketing checklist to cut down on time spent developing the promotion for events. Estimated Timeline – August 2019
<i>Measurement:</i>	Successful development of Marketing Procedures

<b>Project 2:</b>	<b>Work to Develop a Separately Incorporated Friends Group</b>
<i>Action Step One:</i>	Identify a core group of three to five volunteers interested in sustaining this group. <u>Estimated Timeline</u> – Start now
<i>Action Step Two:</i>	Establish criteria for Friends activity, i.e. mission, MOU, how the group will work with the library.

	<u>Estimated Timeline</u> – March 2019
<i>Action Step Three:</i>	Support the group through work with PLS to help incorporate the group and attain their 501(c)3 Status. <u>Estimated Timeline</u> – July 2019
<i>Measurement:</i>	Successful creation of a library Friends group