

# **REED MEMORIAL LIBRARY LONG RANGE PLAN 2015-2020**

*Background Statement:* The Reed Memorial Library began as the Literary Union of Carmel, founded in 1881. In 1913 the present library was built by Arietta Crane Reed in memory of her husband William Belden Reed. In 2013 voters approved the establishment of The Reed Memorial Public Library District. The Library is governed by a board of seven elected trustees. The defined service area is the Town of Carmel not in the Mahopac School District with a population of approximately 7,600.

This long range plan is directed by community input gathered through focus groups, surveys collected on-line and in the library, and individual interviews with key community members.

*Mission Statement:* The Reed Memorial Library will provide the community with free access to cultural, informational, and recreational resources and learning opportunities in a warm, welcoming and historic environment.

*Vision Statement:* The Reed Memorial Library aspires to be a vibrant center of information and discovery in the community.

*1.Goal: Secure support for continued long-term sustainable funding adequate to meet the community's current and future needs.*

*1.1Objective:* Cultivate relationships with an ever-widening range of the community.

*Action steps:*

- Plan and implement outreach events to include one or more of the following: Newcomers group, cocktail hour/tea time/coffee klatch – “meet the board”, “get to know the library” events, Friends Group
- Develop a method for fostering public/private partnerships
- Have a library presence in community organizations

*Evaluation Methods:* Review 2015 attendance, circulation and donation figures for identifiable trend.

*1.2 Objective:* Make library more accessible to more of the community.

*Action steps:*

- Advertise programs in Spanish to reach immigrant populations
- Increase daytime programming to appeal to seniors
- Establish regular programming for children in first grade and older
- Create opportunities for teens to earn community service
- Plan and carry out programs with families as the target audience
- Increasing history and craft programming

- Evaluate new technologies/approaches as they become available to meet the needs of disabled patrons.

*Evaluation Methods:* Record and evaluate program topic, day and time, publicity and attendance.

*1.3 Objective:* Increase public awareness of library services, programs, funding and other issues.

*Action steps:*

- Advertise all library programs in at least four places
- Keep homepage information fresh and up-to-date
- Keep on-line calendar accurate and up-to-date
- Distribute printed quarterly newsletter to community, especially funders
- Regularly send out e-newsletter. Work on increasing open rate
- Develop coordinated posting procedures for Facebook and other social networking technologies
- Develop calendar of target messages

*Evaluation Methods:*

- On-going review and periodic community survey to determine effectiveness of communication and publicity methods

2.Goal: Provide a welcoming library facility that can comfortably and safely serve the community well into the future.

*2.1 Objective:* Make the best use of the library's present space.

*Action steps:*

- Make best use of space by collection maintenance and de-cluttering of spaces
- Increase energy efficiency by implementing NYSERDA energy audit recommendations
- Regularly advertise available parking
- Contact town code enforcer as needed to keep sidewalks clear.
- Contact town highway superintendent as needed to keep roads clear of accumulated snow.

*Evaluation Methods:* Ongoing review

*2.2 Objective:* Maintain the building as a community asset while keeping its charm and historic character.

*Action steps:*

- Annually review and update building maintenance schedule
- Carry out maintenance as required in line with stated objectives and goals

*Evaluation Methods:* Ongoing review

3.Goal: Maintain a trained and highly motivated staff that will consistently deliver professional, knowledgeable and outstanding service to all patrons.

3.1Objective: Develop a system to identify staff training needs on a regular basis.

*Action steps:*

- Provide all staff with regular review of library services
- Conduct yearly staff evaluations.
- Develop coordinated communications procedures to keep everyone up-to-date and aware of Library issues, programs, etc.

*Evaluation Methods:*

- Number of staff attending training sessions
- Brief training session evaluations
- Periodic community survey to determine customer satisfaction

3.2 Objective: Be adequately staffed to provide services needed

*Action steps:*

- Analysis of current staffing and tasks to determine needs
- Allocate library funds as necessary to support adequate staffing
- Join Civil Service and New York State Retirement System

*Evaluation Methods:* Ongoing review

4.Goal: Support the development of digital literacy skills in the community.

4.1Objective: Provide access to up-to-date computers, software, and training to encourage and support a digitally literate community.

*Action steps:*

- Allocate library funds as necessary to accommodate new technologies
- Maintain a matrix to determine when to purchase new technology and/or when to discard out dated technology.

*Evaluation Methods:*

- Regular review and analysis of equipment and training.
- Periodic community survey to determine effectiveness of technologies and initiatives.

Adopted by the Board of Trustees January 5, 2015  
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