

# **CHESHIRE PUBLIC LIBRARY'S**

## **THREE-YEAR PLAN**

**JULY 1, 2009 – JUNE 30, 2012**

*The mission of the Cheshire Public Library is to meet residents' needs for life-long education, enrichment, and entertainment.*

### **I. BACKGROUND**

In early 2006, "Planning for Results: A Role-Setting Process for the Cheshire Public Library" was completed and published. It detailed a three-year plan for targeting and improving the library's service responses and roles. During the course of those three years (2006-2009), most of the goals and objectives in the plan have been accomplished, most notably the following:

- Greatly increased attendance at programs for children and teens
- Greatly increased loans of books and materials, particularly to teens
- Increased capacity for service delivery to children and families by adding a Youth Librarian position
- Achieved local, state and national recognition of library Teen programs and services
- Increased collaboration and resource sharing with the community, other Town departments and Cheshire Public Schools
- Improved access to services for all patrons, but particularly children
- Introduced popular new technologies and media types, such as downloadable audiobooks and wireless Internet access
- Greatly increased loans of adult books, in part due to improved services to book clubs and reconfiguration of the New Books area in the library's lobby
- Improved outreach to homebound patrons, both in their homes and at senior citizens/health institutions such as Elim Park and Highlands Health Care
- Increased hours open to the public, including Sunday afternoons
- Hosted several well-attended, successful genealogy workshops
- The library's "Jobs on the Web" page is heavily used

- Established an ongoing partnership between the Town Historian and the Head of Reference

## **II. CHESHIRE PUBLIC LIBRARY ROLES**

The roles of the library are intended as a guide for all staff and administrators when determining personnel, budgets, programming, and services. The Roles of the Cheshire Public Library, in prioritized order, are as follows:

### **Lifelong Learning (1)**

The library helps address the desire for self-directed personal growth and development opportunities. The library particularly encourages young children to develop an interest in reading and learning through services for children, and for parents and children together. The library promotes reading readiness from infancy, providing services for self-enrichment and for discovering the pleasures of reading and learning.

### **Popular Library (2)**

The library helps to fulfill community residents' appetite for information about popular cultural and social trends and their desire for satisfying recreational experiences. The library features current, high-demand, high-interest materials in a variety of formats for persons of all ages. The library actively promotes and encourages the use of its collection. The library helps address the need for people to meet and interact with others in their community and to participate in public discourse about community issues.

### **General Information/Information Literacy (3)**

The library actively provides timely, accurate, and useful information for community residents in their pursuit of job-related and personal interests. The library helps meet the need for accessing information and answers to questions on a broad array of topics related to work, school, and personal life. The library helps address the need for enhancing skills related to finding, evaluating, and using information effectively. The library addresses the desire of community residents to know and better understand personal or community heritage.

## **III. CHESHIRE PUBLIC LIBRARY THREE-YEAR PLAN: JULY 1, 2009 – JUNE 30, 2012**

During the course of discussions about updating the library's three-year plan, the Strategic Plan Revision Committee came to the realization that future action items can be assigned to the following broad categories, thereby simplifying the structure of the plan:

- **Customer Access (CA):** Activities that directly affect the ability of library users to access the library's physical and electronic resources, including hours open per week.
- **Human Resources (HR):** Applies to staffing patterns, professional development.

- **Programming and Outreach (PO):** Includes marketing, market research, responsiveness to customer demand, collaboration and resource sharing with other agencies and organizations.
- **Sustainability (S):** Includes long-range space planning to ensure continued excellence in library services for future generations; environmental stewardship, grant writing and resource conservation.
- **Technology (T):** Application of up-to-date, relevant technologies, to improve service delivery, staff efficiency and effectiveness.

### **THREE YEAR PLAN**

*In parentheses, Arabic numerals refer to Roles, and capital letters refer to Categories – see Sections II and III, above.*

#### **Year One (July 1, 2009 - June 30, 2010):**

- Complete a written Technology Plan for the library. (T, 1, 2, 3)
- Formalize, in writing, the library's sustainability initiatives. (S, 1, 2, 3)
- Purchase enough copies of popular materials to satisfy demand within a reasonable time period. (CA, 2)
- Complete the Connecticut State Library Space Planning Worksheet. (S, 2)
- Formalize, in writing, the library's Reader's Advisory team, its goals and objectives. (PO, 2)
- Develop a Marketing Plan for the library, engaging marketing professionals as appropriate. (PO, 1, 2, 3)

#### **Year Two (July 1, 2010 - June 30, 2011):**

- Expand library hours, as appropriate, to meet patrons' needs and satisfy demand. (CA, 1)
- Enable customer self-service by installing RFID item identification system, which may enable self-service reserves, including reserves on DVDs and other media. (CA, T, 2)
- Reduce overdue fines in keeping with statewide and nationwide best practices. (CA, 2)

#### **Year Three (July 1, 2011 - June 30, 2012):**

- Determine the feasibility of a drive-through customer service window. (S, 2)
- Move the Teen Space out of the children's room, to another part of the library. (S, 2)
- Designate a quiet area of the library. (S, 2)
- Determine the feasibility of a food and drink (cafe) area of the library. (S, 2)

### **IV. MAINTENANCE ITEMS**

*Maintenance items are objectives that were met in the library's previous three-year plan, but which*

*should now be considered ongoing, operational items:*

- Key preschool programs to customer demand and, where necessary, add preschool programs.
- Collaborate with Cheshire Public Schools faculty and staff to establish and accomplish mutual goals and interests.
- Conduct/host school visits to promote library services, conduct book talks, and more.
- Collaborate with Cheshire Public Schools faculty and staff to publicize and promote the library's Summer Reading Program. Look for ways to streamline administration of the program.
- Provide popular programming and collections relevant to youth.
- Actively promote library teen programs within the library, on the library's website, in local publications, and in other locations frequented by teens.
- Collaborate with Cheshire Public Schools faculty and staff and other local agencies serving teens to provide programming and services, including intergenerational programming.
- Examine areas of the collection that get the most usage and invest more in those areas.
- Conduct or host adult programming that directly contributes to increases in the circulation of materials from the library's collection for adults.
- Use features in the Sirsi software to continually determine which areas of the collection get the most use, and focus collection development resources on those areas.
- Continually investigate and pursue innovative technologies to provide excellent customer service and customer access training.
- Examine each new vacancy with an eye toward the library's primary service responses, current and future trends in public library service.
- Continue to accommodate and encourage professional development opportunities for staff at all levels.
- Aim to staff Reference and Children's rooms at all times with a professional (MLS) librarian.
- Reduce the size of the print reference collection, as appropriate, as electronic resources become available.
- Distribute the library's calendar of events no later than three weeks before the beginning of the next calendar month.
- Aggressively promote the library's services and resources through the library's website, the local press, and other venues.
- Pursue and maintain sophisticated, up-to-date telecommunications links to provide fast, reliable access to the Internet for patrons and staff.
- Continue Homebound and other off-site delivery programs.
- Continue to offer one-on-one genealogy help and large family history programs.
- Continue to compile and maintain the Cheshire Herald obituary index, and compile the Birth/Marriage/Death indices from Town Hall for use in the library and through the library's website.
- Continue to collect all print resources concerning the Town of Cheshire.