

Salamanca Public Library Long Range Strategic Plan

2022-2027

Mission Statement:

The mission of the Salamanca Public Library is to promote and provide open, inclusive access to information resources, staff, facilities, and services to meet the information needs of Salamanca and surrounding communities, including the pursuit of knowledge, education, lifelong learning opportunities and cultural enrichment.

Vision statement:

The Salamanca Public Library will anticipate and meet changing information needs, and provide equitable, confidential, and open access to the library's resources and services.

The Library Board of Trustees elected to focus on five areas in regards to our Long Range Plan. Each area of focus contains goals they would like to achieve over the next five years and strategies to accomplish these goals. This plan was put together with feedback from library staff, the community, and our trustees.

I. Collection Development

Goal: Develop a collection that is reflective of our diverse community.

Strategy: Utilizing the results from our diversity audit, and most recent census, we will fill in gaps in our collection so it more closely matches our community demographics.

Strategy: The manager will continue to be an active part of the Social Responsibility Task Force of Chautauqua Cattaraugus Library System (CCLS) in order to gain more insight and ideas to help the library achieve this goal.

Goal: To continue to establish and maintain a collection of books and nonprint materials to meet the education and recreational need of the community.

Strategy: The library will encourage patron input on book selection via informal conversations, purchase requests forms, and occasional surveys.

Strategy: Continue to weed outdated and non-circulating materials

Strategy: Increase the large print collection.

Goal: Increase circulation of print and nonprint materials.

Strategy: Create themed book displays highlighting the collection.

Strategy: Utilize social media to highlight our collection by posing photographs of new materials, reviews, and recommendations.

II. Programs and Services

Goal: Increase patron visits to the library by utilizing skills and talents of library staff to offer more and varied programs.

Strategy: Encourage staff to bring forth ideas of programs and events that the library could offer.

Goal: Look at trends of virtual/digital programs and services for possible expansion of traditional offerings.

Strategy: Research streaming services and see if these could possibly fit in to the library budget.

Goal: Provide programs that enrich the cultural, recreational, and educational life of the community.

Strategy: Research and offer programs that focus on local history.

Strategy: Increase the number of educational talks and lectures the library provides based on requests from patron survey.

III. Public Relations and Marketing

Goal: Explore traditional and cutting-edge ways to notify the public of materials, services, and programs.

Strategy: Utilize the local newspaper for announcing upcoming events.

Strategy: Increase community outreach by attending local events to share information about the library.

Strategy: Continue to increase awareness using social media.

Goal: Involve current patrons and other members of the community in the decision process of what programs and services to offer.

Strategy: Perform a yearly survey that individuals can fill out online or on paper in the library that asks how the library is doing and what they would like to see us provide in the coming year.

IV. Staff Development

Goal: The Library will continue to employ professional, well-trained staff to effectively and efficiently assist Library users of all ages with their information needs, whether in-person, by phone or by email.

Strategy: Utilize online resources for virtual training staff members can participate in during their work hours to stay up to date on important topics in the library field.

Strategy: Encourage staff to participate in in-person trainings offered by the library system when applicable.

V. Finance/Funding

Goal: Work towards establishing greater financial security for the library.

Strategy: Seek alternate funding for programs such as grants and community involvement.

Strategy: Work towards creating a Friends of the Library group to assist with fundraising.

Approved 12/1/2021