Shelter Rock Public Library
Long Range Plan 2014-2018
Extended by the Board of Trustees to March 31, 2020

Overview

All public libraries in New York are required to develop long-range plans. In order to fulfill this standard and provide the best possible service to the community, the Shelter Rock Public Library chose to use Strategic Planning for Results (SPFR), which is a community-based planning process. SPFR was developed for the Public Library Association and is now a standard process that is used across the country. Our Facilitator, Elizabeth Olesh, participated in intensive training in the process.

The Library began by inviting community members to join the Community Planning Committee. Since Shelter Rock is a special library district serving three school districts – East Williston, Herricks, and Mineola – the Library made a concerted effort to involve stakeholders from all three areas. There was a high degree of interest in the committee and the Library had an excellent response rate. For the purposes of the plan, please note that references to “the community” and “the Shelter Rock community” refer to all residents in the Shelter Rock Public Library District.

The Library then held three Community Planning Committee meetings. The first meeting provided an introduction to SPFR, a tour of the Library, a presentation about the community’s demographics and an opportunity for Committee members to ask questions about the process. This was followed by two work sessions: Committee members were split into small groups and guided through a visioning exercise, in which they were asked to imagine what they would like the community to look like in 5-10 years. They were specifically asked to think about the community as a whole, rather than narrowly focusing on the Library. It has been found that this helps libraries think outside the box and address broad community issues.

The small groups also had the opportunity to participate in another planning exercise known as Strengths, Weaknesses, Opportunities, and Threats (SWOT). Each group was asked to think about current strengths and weaknesses of life in the Shelter Rock community, as well as possible threats and opportunities that
might present themselves in the future. At the last session, Committee members discussed the entire list of community issues that was developed in the small groups. Each individual then voted for the six community issues they thought were most important for the Library to address in its strategic plan. The issues that were ultimately identified included Satisfy Curiosity, Visit a Comfortable Place, Celebrate Diversity, Stimulate Imagination and Succeed in School.

After these issues were presented to the Board for approval, the Director and Facilitator drafted the goals and objectives and met with the library staff to brainstorm possible activities to include in the plan. The choice of activities that would support the Goals was made by the Library Director, and a draft of the plan was then presented to the Committee and Board for review. The final plan was adopted by the Board on March 11, 2015.

The Library believes that the Strategic Planning for Results community-based process was fruitful and very useful. Members of the public had the opportunity to discuss their hopes and visions for the Shelter Rock community in the broadest sense, as well as the chance to suggest ways the Library could help address their needs. Staff members both participated on the Committee and suggested a number of library activities that speak to community needs. Overall, this process enabled community members and staff to have input and a sense of ownership over the Library’s general direction in the five years to come. During the time period covered by this plan, the Board, Director, and Staff will continue to work with the community to assess results, see if the Library is meeting the objectives, and revise the plan as needed to attend to other community needs that may arise.

Library Mission

The mission of the Shelter Rock Public Library is to deliver the best possible library services – access to information of all kinds, culture and entertainment, in print, recordings, video and through all other media – to all residents of our ethnically diverse community, from toddlers to seniors. To further this mission, the Library is committed to:

- Providing free and open access to a wide variety of materials and programs that reflect the intellectual and cultural interests of a diverse community.
- Responding to the needs of all patrons in a rapidly changing world.
- Maintaining a friendly, knowledgeable and helpful staff that focuses on customer service.
- Operating in an inviting building that provides an enriching environment and encourages learning and participation, and is a “go-to” destination in our community.
The trustees and staff of the Shelter Rock Public Library want the residents of our community to be proud to say, “This is my library!”

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**Goals, Objectives, and Activities**

**Satisfy Curiosity: Lifelong Learning**

**Goal:** The Shelter Rock community will benefit from opportunities to explore topics of personal interest and continue to learn throughout their lives.

**Objective:** By 2017, 85% of people surveyed will indicate that they are highly satisfied with the Library’s programs.

**Activities:** Continue to offer lectures/programs on a variety of topics, including computer skills, the arts, history, health, current events, job skills and finance.

Add craft and photography programs for adults.

Offer video game programs for adults and continue those in place for children and young adults.

Continue Teen Tech Tutors. Consider opening the program up to patrons other than seniors and invite non-teens to serve as volunteer tutors.

Add programs that allow patrons to socialize i.e. chess, mah jongg, knitting, bridge.

Continue Senior Rap and Caregiver discussion groups; investigate adding groups for singles, Au Pairs and current events.

Create inter-generational opportunities within the programming schedule.

Continue online community survey on website and monitor results.

Add evaluation form to be distributed at programs to monitor satisfaction.
Visit a Comfortable Place: Public & Virtual Spaces

**Goal:** The Shelter Rock community will benefit from safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces.

**Objective:** By 2018, 85% of patrons surveyed will indicate their satisfaction with the Library’s physical and virtual spaces.

**Activities:** Provide Welcome and Online Resource brochures.

- Investigate the possibility of re-establishing the Friends of the Library.
- Use the Community Room for social events i.e. board game nights, video games, Bridge, Mah Jong.
- Provide a high level of customer service and a welcoming atmosphere for all interactions (in-person, by phone, or by email).
- Continue use of Constant Contact and social media to promote the Library and its activities/programs.
- Consider eliminating registration procedures for Internet and WiFi registrations.
- Investigate the possibility of offering an Amnesty Day for late returns.
- Add a digital sign board with the ability to promote Library events and news feeds.
Celebrate Diversity: Cultural Awareness

**Goal:** Shelter Rock will benefit from access to the best available services, materials and information related to the diverse community. Residents will have programs and services that promote appreciation and understanding of their personal heritage and the heritage of others in the community.

**Objectives:** Increase the Library’s number of multicultural programs by 15%, or 5 programs, by 2018 (in 2014, the Library offered 33 multicultural programs, including ESOL classes).

Increase the Library’s allotted space for world language print and media collections by 15%, or approximately 480 items (in 2014, approximately 3200 items were available). This includes books as well as media.

**Activities:** Continue to develop the Library’s world language print and media collections for all ages.

Continue to send staff members to continuing education opportunities related to cultural diversity, including both existing and potentially new community groups.

Target new ethnic and religious groups of which the Library may not be aware at this time.

Continue outreach to local school districts, cultural groups and develop a list of contacts at these groups.

Offer more programs, highlighting a variety of ethnic groups.

Continue to offer classes and materials for ESOL.

Investigate adding Citizenship classes for new immigrants.
Add foreign films to the Library’s ongoing film series.

Investigate the possibility of a new immigrant oral history project using volunteers.

**Stimulate Imagination: Reading, Viewing & Listening for Pleasure**

**Goal:** Shelter Rock community members who want materials to enhance their leisure time will find what they want and will have the help they need to make choices from among the options.

**Objective:** By 2018, increase the number of video games, “Rockstars”, new DVDs and new technologies by 20%.

**Activities:**
- Start a circulating video game collection.
- Increase the number of “Rockstar” titles and increase the number of copies purchased (99 in 2014).
- Increase the number of copies of new DVDs purchased (506). Continue to investigate new technologies and online resources. Make purchases in accordance with the Budget.
- Look for grant opportunities to support technology growth.
- Continue to offer Reader’s Advisory and Reference Services to assist patrons in finding interesting resources that will stimulate their imagination and satisfy their curiosity.
- Add program called “1,000 books before Kindergarten”.

**Succeed in School**

**Goal:** The students of the Shelter Rock Community will benefit from resources that will assist them in furthering their education.
Objective: By 2018, the Library will increase the number of volunteer and learning assistance opportunities by 20%

Activities: Continue to offer SAT review and College Preparation sessions.

Investigate the possibility of adding more volunteer opportunities for Teens.

Continue to offer online services such as Tutor.com that allow students to connect with tutors on a variety of subjects

Investigate resources that offer online tutorials i.e. Linda.com

Explore the possibility of adding additional quiet study rooms and/or homework help.

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Shelter Rock Public Library Long Range Planning Committee Members

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Adopted: March 17, 2015
Board of Trustees