

# **CORNELIUS VANDERBILT WHITNEY LONG LAKE PUBLIC LIBRARY LONG RANGE PLAN**

## **Library History**

The CVW Long Lake Library was established by the Town of Long Lake as a reading room in December 1993 to provide library service to people living in the Town of Long Lake, New York, and surrounding areas. It was incorporated on February 4, 1997, by the Board of Regents of the University of the State of New York, on behalf of the Education Department, to operate a town public library. In May, 2012, the citizens of the Long Lake Central School District voted to create a tax-funded School District Public Library, with an elected Board of Trustees.

## **Methods**

This document was formulated in 2012 with input from the CVWLLPL Annual Community Survey and verbal and written surveys of Library staff, Long Lake Central School Employees, and CVWLLPL Board of Trustees. Through these surveys and focus groups, the residents of our service area recommended that the CVWLLPL Board of Trustees adopt the following priorities for 2013-2016.

## **Goals and Objectives**

### **Goal: Maintain, enhance and expand library collection to meet the informational and recreational needs of the community.**

The printed book continues to be an important medium for recreational reading, but our patrons are increasingly using digital media including internet resources and ebooks. The Library is committed to adapting to new technologies and methods of delivering content.

**Objective:** Expand and diversify collection, especially DVDs, Books and other media relating to topics of interest to the community. These are identified in part by yearly surveys; the 2012 Community Survey (Appendix 1) identified these topics as most popular: Literature & Fiction, History, Biographies and Memoirs, Mystery & Thriller, Young Adult and Health/Fitness.

**Objective:** Continue to explore cooperative contracts with other libraries and vendors for new products, such as ebooks downloadable video, audio and language programs.

**Objective:** Continue to evaluate reference and informational needs and to explore how this content is best provided to and used by patrons.

**Objective:** Establish and maintain the tracking of circulation and usage figures for recent purchases to make sure our book and materials selections reflect and satisfy patron needs.

### **GOAL: Maintain, enhance and expand library programs**

Library services and programs play a vital role in the community, especially as budget constraints force other community institutions to cut back on such services.

**Objective:** Expand and diversify programs, especially programs relating to topics of most

interest to the community. These are identified in part by yearly surveys; the 2012 Community Survey (Appendix 1) identified these topics as most popular: emphasis on lectures and presentations, history programs, musical performances, nature themed programs and instructional (e.g. art/craft/technology) workshops.

**Objective:** Increase off-season programming to better serve the needs of year-round residents.

**Objective:** Ensure presence of trained CVWLLPL representative (program staff and/or volunteers) at all sponsored CVWLLPL programs.

### **GOAL: To make Library service accessible to all members of the community**

Not all residents are equally served by limiting access to materials in a single, set location. Physical disabilities, transportation issues, language or literacy difficulties can all impose barriers on either getting to the library or accessing materials at the facility. Others are prevented from accessing the library because of limited hours (24 hours/week winter, 36 hours/week summer)

**Objective:** Develop a plan to analyze usage patterns and modify and/or expand library hours accordingly to best serve the community.

**Objective:** Develop bookmobile services for members of the community who find it difficult to visit in person.

**Objective:** Explore ways of exporting library programming through virtual means- direct broadcast, webcasts or other media.

### **GOAL: Ensure that the library personnel and board of trustees are properly trained and that library administration is fully compliant with state law.**

In these times of rapid change, it is essential that library staff and board keep abreast of changes in library technologies and changing legal and financial obligations.

**Objective:** Rearrange schedule and/or increase hours to ensure that the library has two workers at all times.

**Objective:** Seek funding for professional development and training of both staff and board.

**Objective:** Periodically review and revise administrative policies and responsibilities to meet the goals of the Library and comply with state law.

**Objective:** Study, document, and implement any School District Public Library policies to clearly define all legal functions of the Friends, Library Administration, and the Library Board of Trustees.

**Objective:** Develop a plan to recruit, train and retain volunteers to perform selected library tasks.

**Objective:** Codify employee evaluation protocols.

### **GOAL: Streamline and continue to improve internal and external communications.**

The library does not exist in a vacuum, but is part of a small but vibrant community. The Library is best served when internal and external lines of communication are open.

**Objective:** Clarify protocols for internal communications between the library director, staff, Friends of the Long Lake Library, board of trustees, treasurer, and legal counsel.

**Objective:** Seek interaction with other community groups, such as business and social groups, to make sure their needs are being met. Cooperate with such groups to create and deliver services and programs to meet those needs.

**Objective:** Seek input from residents, both library users and non-users on a regular basis, e.g annual survey.

**Objective:** Work to improve communication with the community, for example establishment of a community liaison, written newsletters and internet/social media (facebook, twitter, etc.)

**Objective:** Continue to maintain a close relationship with the Long Lake Central School.

**Objective:** Develop and implement a marketing plan to better advertise Library resources and services.

**GOAL: Manage the building & grounds to ensure a safe and welcoming environment for library patrons and staff.**

The Library is housed in the ground floor of the ‘Masonic Temple’ building, owned by the Town of Long Lake. The Library has assumed most of the costs associated with maintaining the ground floor, as well as all utilities and grounds maintenance. The Library is committed to working with the Town of Long Lake to ensure the safety and enjoyment of library patrons.

**Objective:** Formalize tenant/landlord relationship by signing written lease with Town of Long Lake for use & maintenance of Library premises.

**Objective:** All staff trained in building security & safety procedures.

**Objective:** Foster rapid communication with and response from Town of Long Lake regarding building.

**Objective:** Explore ways of rearranging areas of the Library to better meet competing needs for their use.

**Objective:** Investigate ways to Increase the number of Library parking spaces.

**Objective:** Explore various long-range building landlord/tenant scenarios.

**Objective:** Develop a Green Technology/Landscaping/Architecture plan.

*Adopted November 27, 2012*

## Appendix 1: Results from Online Survey (June-Nov 2012)

	Percent	Count
<b>1. Are you</b>		
a year-round resident of Long Lake?	63.4%	26
an owner of a seasonal camp or second home in Long Lake?	22.0%	9
a regular visitor to Long Lake?	14.6%	6
a first-time visitor to Long Lake?	0.0%	0
<b>2. Do you have a library card?</b>		
Yes	86.0%	14
<b>3. How often do you visit the Long Lake Library?</b>		
Every Day	7.3%	3
Every Week	29.3%	12
Every Other Week	17.1%	7
Every Month	17.1%	7
Only a Few Times a Year	22.0%	9
I Don't Visit the Library	7.3%	3
<b>4. What library services do you use? (check all that apply)</b>		
Borrow books	87.5%	35
Borrow DVDs	62.5%	25
Borrow items through interlibrary loan	60.0%	24
Use library computers	20.0%	8
Use library wi-fi	20.0%	8
Use library copier/printer	20.0%	8
Borrow ebooks/audio books	17.5%	7
Use library meeting room	17.5%	7
Borrow CDs	7.5%	3
<b>5. Have you participated in library programs? (check all that apply)</b>		
Lectures	66.7%	16
Workshops & Classes	37.5%	9
Concerts	33.3%	8
Book Club	25.0%	6
Summer Reading Program	25.0%	6
Hamilton County Reads	16.7%	4
Babies Belong in Libraries	12.5%	3
Knitting Club	12.5%	3

**6. What days of week would you be most likely to use library? (check all that apply)**

Saturday	68.4%	26
Thursday	65.8%	25
Friday	63.2%	24
Tuesday	52.6%	20
Wednesday	52.6%	20
Monday	44.7%	17
Sunday	31.6%	12

**7. What time of day would you most likely use library? (check all that apply)**

Mornings (9am - 12pm)	62.5%	25
Afternoons (12pm - 5pm)	50.0%	20
Evenings (5pm - 8pm)	40.0%	16

**8. Would you like the library to carry more (check all that apply):**

Books	72.4%	21
DVDs	55.2%	16
Audio Books	17.2%	5
Large Type Books	10.3%	3
CDs	6.9%	2
Games	6.9%	2

**9. What genres (books and/or dvds) interest you? (check all that apply)**

Literature & Fiction	59.5%	22
History	45.9%	17
Biographies and Memoirs	40.5%	15
Mystery & Thriller	40.5%	15
Documentaries	29.7%	11
Cooking & Cookbooks	27.0%	10
Comedy, Humor, & Entertainment	24.3%	9
Crafts, Hobbies & Do It Yourself	24.3%	9
Art & Photography	18.9%	7
Foreign	16.2%	6
TV Series	16.2%	6
Religion & Spirituality	16.2%	6
Exercise & Fitness	13.5%	5

Politics & Social Sciences	13.5%	5
Romance	13.5%	5
Science Fiction & Fantasy	13.5%	5
Music, Musicals, & Concerts	10.8%	4
Sports & Outdoors	8.1%	3

**10. What types of programs and activities would you like to see at the library? (check all that apply)**

lectures and presentations	64.9%	24
history programs	54.1%	20
musical performances	48.6%	18
nature themed programs	48.6%	18
programs for adults	40.5%	15
do it yourself - arts and crafts workshops	35.1%	13
poetry and book readings	32.4%	12
theatre	24.3%	9
travel programs	29.7%	11
how to computers and technology workshops	29.7%	11
movies	27.0%	10
programs for families and young children	27.0%	10
programs for teens	21.6%	8
health and fitness programs	21.6%	8