



COMMUNITY LIBRARY

Long-Range Plan

2018 – 2021

Adopted by the Board of Trustees April 23, 2018



MMSCL Mission Statement

The Library provides technology, learning and culture – all personalized with a caring, friendly and non-judgmental attitude.

The Library does this by giving accurate information, supplying cutting-edge technology, and supporting and promoting lifelong learning, the arts, entertainment, cultural awareness and intellectual freedom.



Philosophy of the Community Library

A philosophy of service constantly develops, broadens, grows, and changes. It is useful from time to time to evaluate where we are as an institution. What follows is a summary of the Library's current philosophy.

A community establishes a library to provide its public with service. Through its elected representatives, the community itself decides what services it wants (and is willing to pay for) and, to a large degree, how those services are to be delivered.

After receiving input from the Trustees and wider community, the staff attempts to provide the type of service the public wants, in the manner the public requires, as efficiently as possible. The staff response is constrained only by economic, legal and practical considerations.

Purposes and Objectives of the Community Library

The Community Library's purpose and function is to provide library service to the entire population of

the William Floyd Union School District. The wide variety of services offered should give opportunity for the education, cultural enrichment and development, recreation and entertainment of citizens of all ages from infancy through the senior years.

Immediate objectives that will enable the Library to fulfill this purpose and function are as follows:

To offer the services of the Library at a strategic location or locations throughout the district so that all patrons have reasonable access to its facilities.

To provide general reading, audio-visual, reference and information materials and other library services for all ages.

To provide programs that will enlighten and enrich patrons of all ages.

To improve and enhance the public image of the Library in the community and acquaint the public with its many services.

To strengthen and improve the Library staff so that the best possible services can be available to the patrons.



Technology

The Library has made significant technology changes to improve services over the last few years. The Strategic Plan Committee believes that technology will continue to play a large role in the Library's delivery of services to the community, especially as streaming content improves. However, implementation of new technology will be subject to cost/benefit analysis.

Our patrons' use of technology is becoming more mobile with the use of tablets, smartphones, and laptops. On average, patrons using the library have a minimum of two wireless devices. The main source of frustration expressed by patrons is the lack of electrical outlets in convenient locations to charge their devices, that the wireless access points reach capacity at peak times, and the lack of wireless printing.

Recommendations:

Improve the wireless capacity within the building.

Add additional electrical outlets, where possible, throughout the Library.

Install charging stations for patron use.

Complete the implementation of RFID technology.

Investigate providing a supply of laptops or tablets and mobile hotspots as a pilot project to increase WFSD student access to homework help and library resources.

Provide listening devices for use by both hearing impaired patrons and those who wish to create a private listening atmosphere.

Continue to provide coding classes and other technology training for patrons of all ages, with an emphasis on STEM programming for youth.



Expand patron access to content creation technology and training, including 3D printing.

Continuously revise the Library website/mobile app.

Implement linked data so Library resources are as easy to discover as possible through internet searches.

Explore the implications and possibilities of the use of artificial intelligence in Library programs and services.

Customer Connections

The Library is used as a community center for our patrons. It continues to be a place to socialize, learn, and work. As the needs of the community change, the Library will remain an agile organization, able to respond to the community in a timely manner. The Library will reach out to customers in new and exciting ways.

Recommendations:

Continue to provide the community with excellent and diverse programs that appeal to all age groups and segments of our community. Provide opportunities for our customers to help co-develop our program offerings based on their interests.

Create/revise welcome brochures and packets that can be shared with new customers and with local real estate agencies, health clinics, and other appropriate organizations to promote the Library to current and future residents.

Continue and expand our outreach efforts to bring library programs and services where our customers are, including fairs, festivals, business events, school district events, community events and more.

Continue to reach out and inform the community of Library programs and services through traditional methods and social media.

Provide a Library Board approved annual report that includes usage statistics and an overview of Library activities. Report will include information on how the Library is meeting its goals and objectives each year.

Conduct an ongoing evaluation of how the Library is meeting the community needs with the programs, collections, and services. Each Department Head will prepare and present a strategic plan with both short-term and long range goals and objectives.

Survey customers through online tools, in-person interviews, and focus groups to gauge needs and develop plans for improved Library service.

Community Identity & Partnerships

The Library serves a vital role as a space where people can come together to share their experiences both as individuals and a community. By documenting and recognizing these shared experiences, the Library is an important force in creating community identity. We will continue to fulfill this role on two levels.

Recommendations:

The Library's Local History Collection will continue to focus on the acquisition, identification, preservation and dissemination of documents and artifacts that reflect the unique identity of our local community.

We will continue to seek out opportunities to leverage our role as a catalyst for preserving and building community identity. Through collaboration on community-wide events and celebrations such as



Tri-Hamlet Day, William Floyd's Birthday, National Night Out, and participation in important civic events and festivals, we will position the Library as a community partner.

Staff Development

The library staff members are tasked with providing outstanding service to all members of our community in a rapidly changing environment. The rate of technological change is increasing, as is our patron's reliance on our staff members to help them stay up-to-date. The continuing evolution of rapid, technological change further requires management and staff to be aware the latest trends in order to best serve the community. It is our strong belief that regular continuing education is an effective way to train staff and allow the library to evolve to best serve the needs of residents.

We offer large group classes, one-on-one training, and online education for our patrons. We need our staff members to have a solid understanding of the devices and tools we provide and that are available in the consumer market. In addition our employees are tasked with staying on top of national trends in Library technology, services, and programs. Staff members also need ongoing training on workplace topics to keep the Library running effectively.

The New York State Board of Regents revised Commissioner's Regulation § 90.7 regarding certification of public librarians. Public librarian professional certificates issued as of January 1, 2010, and thereafter shall only remain valid when 60 hours of professional development are completed every five-year

period. Such periods will be defined as every five years from the initial certificate date.

Recommendations:

The MMSCL will continue to support the training and continuing education of all employees and trustees of the Library so they can meet regulatory requirements and stay up-to-date in order to serve our customers. Professional development will include approved programs from accepted providers and can include workshops, seminars, lectures, institutes, webinars, e-courses, library conference programs, or other relevant programs as appropriate to the position held and requirements of the work performed.

Provide Library staff with annual technology training appropriate to their position to address community needs.

Support Library staff with ongoing supervisory and managerial training appropriate to their position to address the internal needs of the Library.

Public Awareness

One of the greatest challenges is to ensure that the community is aware of the Library's services, programs, classes, and events. The Library promotes events using a mix of printed material and social media targeted to different groups.

Recommendations:

Create a more formal public relations plan.

Continuously obtain email contact information and mobile telephone numbers for all patrons to use for notification of future programs, services, and events.



Continue to identify a network of individuals and organizations that would benefit from receiving information about the Library programs and services.

Create standard presentations about Library services in multi-media format that can be delivered to community groups by a Library Board member or staffer and/or consumed online on-demand by the public.

Highlight accomplishments of community organizations at the library to bring additional awareness of Library services to their members.

Continue publication of the Library's monthly print newsletter and e-mail newsletters.

Continue and expand promoting the Library programs and services through social media.

Find additional ways to reach our customers through paid advertising in print and online. Develop niche advertisements for customer segments most likely to respond to the information by interacting with the Library.

Finance

The Library aims to operate in an efficient manner that builds customer trust and support for the institution. We do this in a transparent manner, making financial records and Board documents readily accessible on our web page and at the Library for customer reference. The Library adheres to the standards and laws applicable to school-district public libraries in NYS. An annual financial audit is conducted by a professional accounting firm as part of our adherence to best practices and for a process of continued improvement. For each year the Board members request an increase in the annual



operating budget, the community has the opportunity to vote on that budget, signaling their approval/disapproval with the spending plan.

In 2012, New York State mandated a tax cap, which imposed greater restrictions on the year-to-year increase in the tax levy available for library operations. The library's tax levy limit may be overridden by a resolution by a 60% vote of the total voting power of the Library's governing board and approved by a simple majority of voters (more than 50%). If the Library successfully overrides the tax cap, then the taxpayers will not be eligible for a portion of the STAR property tax exemption. While the allowable levy growth factor from the state keeps shrinking, mandated costs (pension and health coverage) keep increasing. The long-term implications of staying within the tax cap will be challenging for both patrons and the Library Board and staff.

Members of the Board, the Director, and Library staff are encouraged to seek private donations and grant funding wherever possible.

Members of the Board, and the Director, are encouraged to work with residents and their elected officials to educate them on the importance of libraries as an essential educational service and to advocate for additional funding. Elected officials will be contacted on a regular basis to inquire as to supplemental funding available for Library operations, capital projects and special projects.

Facility

The Board of Trustees is tasked with maintaining a facility that addresses community needs including



adequate space, lighting, shelving, seating, power and data infrastructure that is ADA compliant.

The Mastics-Moriches-Shirley Community Library (MMSCL) was created by the voters of the William Floyd School District in 1974. On December 12, 1979, a bond issue was approved to build a permanent library on donated land and opened in March of 1982. A 24,000 sq. ft. addition was dedicated in 1995. In 2010 the community rejected a proposal to expand and renovate the existing facility in its current location.

As a community resource, MMSCL is currently at a crossroads, and the Board of Trustees is looking for the community's help to make a decision on how best to proceed, given the facility's need for renovation, repairs, and asbestos abatement. The Board and the community determine the best course of action through a community-driven process. A series of facilitated meetings (Envision our Future) were held in 2014-2015 to gather community input.

The Library Board members pursued the path outlined by community members at the three 8-hour public Envision our Future charrettes. More information about the process and the workshop videos and reports can be found at <http://future.communitylibrary.org>. The meetings were open to the public and attended by a diverse group of residents, elected officials, community leaders and Library staff. A summary of recommendations from participants follows.

The Envision participants identified the following options to explore:

- Option 1: Renovate and expand existing building
- Option 2: Demolish existing building and rebuild on existing site



- Option 3: Construct new building on new site
- Option 4: Satellite facilities

Future Facility Goals as identified by Envision participants

- Parking – ample and easily accessible
- Pedestrian, bicycle and public transportation access
- Flexible space
- Information Technology – expanded computer spaces and improvements to data wiring and electrical capacity
- Improved infrastructure/utility revamp – MEP, daylighting, etc.
- Improved acoustics
- Expanded internal space
- Accessibility
- Less noise
- More meeting rooms
- Adequate toilet rooms
- Service entrance
- Green Building – LEED Certified
- Improved circulation – clearly navigable non-disrupted pathways
- Community space/center – large community gathering space
- Outdoor space for gardens, relaxation, discovery, and recreation
- Security
- Property ownership

In order to achieve the above goals, the Envision participants voted in favor of the Library Board members pursuing a new facility at the former Links golf course. Subgroups of the original Envision group continued to meet regularly with the Library Board and administration in the following months to develop a conceptual plan for the new facility. A bond referendum for the proposed new library was proposed for February 7, 2018.

Since the referendum failed, another solution will need to be found for the ongoing facility issues.

It is important to note that the existing Library building still needs to be maintained, and improved where appropriate, so that the community is adequately served during this time.

Recommendations:

Gain support for a plan to address the facility and parking issues of the Community Library.

Respectfully submitted,

Strategic Plan Committee

- Jim Mazzarella, *President of the Library Board of Trustees*
- Joseph Maiorana, *Vice President of the Board of Trustees*
- Wendy Gross, *Clerk, Board of Trustees*
- Joseph Simmons, *Member, Board of Trustees*
- Mario Vigliotta, *Member, Board of Trustees*
- Kerri Rosalia, *Director*
- Tara Damato, *Assistant Director*
- Nick Tanzi, *Assistant Director*

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