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# 2016 LONG RANGE PLAN

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**RUSH PUBLIC LIBRARY  
BOARD OF TRUSTEES**

## Introduction

The New York State Library requires that all public and association libraries in New York meet 11 minimum standards of service according to Section 90.2 of the *Regulations of the Commissioner of Education (attached.)* “These standards support improved public library services for the people of New York and are intended to:

- promote quality local public library service in all communities of New York State,
- empower libraries to strengthen community relations and promote public support for quality library services, and
- support a culture of transparency, accountability, and continuous improvement.”

It had been some time since the Rush Public Library overhauled its Long Range Plan; the last printed copy was dated 1990, and though it was brief, it had served the community well. During the intervening years, the library experienced a change in leadership with a new director hired in 1999, who oversaw a building expansion and remodel in 2004. Another new director was hired in 2005, and it was business-as-usual for about seven years as staff accustomed themselves to increases in workload, workspace, and door count.

Some library services, including digital software technologies, our digital book collection, program offerings, and the use of marketing tools and social media increased significantly during this time, but we adapted to these changes all along.

In 2012 we spent a year discussing the findings from a *Library Journal* report called “*Patron Profiles; Understanding the Behavior and Preferences of U.S. Public Library Users.*” We considered at length our drive to continue to adapt, culminating in a **2013 Rush Library Adaptation Report**, plus an update of our mission statement, and changes in planning and operations leading up to our 100<sup>th</sup> anniversary celebration in 2014. Then it was time for a community survey.

In the past we had done small surveys in-house, but in June, 2015 the Library Board and Director created a comprehensive survey for the entire community that was available online, or as a paper version inside the Town Newsletter (mailed to every household in Rush) and at the Town Clerk’s office, and at the Library Circulation Desk. (See attached results.)

In April, 2016 the Library Board of Trustees voted to assemble a committee to review the 1990 Long Range Plan and update it as necessary for a modern library that suits the community's needs. ***In reality, the timetable for this Long Range Plan began long before the committee was convened. This plan utilizes the NYS Minimum Standards ruling, our Library Utilization Report of 2013, the Survey results of 2015, and patron and staff feedback.***

Board President, Terry Shearn, convened the committee along with Library Board members, Julia Lederman and Karin Kirk, plus Library Director, Kirsten Flass, and Town Board Liaison, Rita McCarthy. The committee met several times over the summer of 2016, and the plan was presented to and approved by the Library Board of Trustees on September 20, 2016.

Thank you for your interest in the Rush Public Library and for taking the time to learn more about us.

## Mission Statement:

***The Rush Public Library cultivates intellectual growth by fostering equal and open access to books, technology, and community.***

**In support of this mission statement, the Rush Public Library is committed to:**

- **Meeting or exceeding the *Minimum Standards for New York's Public Libraries*** set by the New York State Library (and updated 03/03/2016) (attached)
- **Serving as a welcoming space for lifelong learning**  
(Measured by door count, circulation stats, comments, & program attendance)
- **Providing a wide selection of printed and A/V materials to patrons of all ages and abilities**  
(By purchasing materials in all age ranges and in multiple formats)
- **Providing patron access to modern technology**  
(By upgrading computers, maintaining a wireless access point, a web site, one-on-one assistance to patrons, hiring tech-savvy staff, training staff on new technologies, having high-speed bandwidth)
- **Serving as a gateway to online and digital resources and materials**  
(By marketing online resources, Overdrive classes, social media postings)
- **Reducing barriers to visiting the library and borrowing materials**  
(Concern for handicap access, hours, hold fees, overdue fines, out-of-county fees, outreach to homebound patrons)
- **Fostering Community**  
(Via our Friends' Group, fireplace & community seating, outreach & marketing, welcome letter/package, programs that connect patrons & their hobbies)
- **Meeting Room Availability**  
(By marketing it in the newsletter)
- **Facility Maintenance**  
(With an awareness for upgraded lighting in stacks, new carpets, wall dings, painting, & security cameras)

In support of our mission statement, The Rush Public Library is committed to the following goals:

**Goal #1: Provide materials that stimulate lifelong learning in a variety of formats to satisfy all ages.**

**Measurable Objective:** Increase the circulation of materials through better marketing techniques, and by reducing barriers to borrowing of these materials. (*Measured by monthly circulation statistics.*)

**Activities:**

**1. *The Library will purchase popular, high-demand materials in a variety of formats paying special attention to patron requests.***

(**Actions:** Director will complete weekly book orders / weekly DVD shopping / keep patron request log / view NYT Bestseller lists / review the **MCLS Holds/Purchase Alert** report weekly)

**2. *Library staff will stay informed of current book & movie trends by reading review journals & bestseller lists, by attending MCLS workshops, and by being aware of media publicity about pop culture news.***

(**Actions:** staff will receive **Book Page & NYT Bestseller lists** regularly, and will be encouraged to seek out book & movie reviews in other sources on a regular basis.)

**3. *Library staff will regularly create and maintain book & movie displays, face-outs, and brochures to highlight specific collections owned by the Rush Library.***

(**Actions:** staff will be urged to change displays twice per month to keep them fresh, take ownership of their displays and maintain them, and to update the New Materials brochures & lists on display and the web site each week.)

**4. *The Director & Library Board will investigate barriers to circulation such as hold fees, overdue fines, operating hours, staffing levels, handicapped access, and housebound patrons.***

(**Actions:** The Director & Library Board will have annual discussions regarding our ability to reduce or eliminate hold fees & fines, as well as discussions about finding the appropriate level of personnel hours and operating hours for good patron service as we build our annual budget and advocate for library services with the Town Board. The Director will publicize our outreach programs and delivery service for housebound patrons.)

## **Goal # 2: Provide programs that inspire lifelong learning for patrons of all ages.**

**Measurable Objective:** Increase annual attendance at programs through better marketing techniques, and by reducing barriers to programs. (*Measured by counting program attendance on a monthly basis.*)

### **Activities:**

- 1. *Library staff will stay informed of current trends by attending MCLS workshops and age-level programmer meetings, and by following media publicity about new developments in popular culture & technology in order to provide learning opportunities for patrons.***

(**Actions:** program staff will receive workshop notifications that they could attend, and a Senior Clerk will attend Programmers' meetings for new program ideas.)

- 2. *Library staff will use print & social media to learn about and to promote our programs in order to increase attendance.***

(**Actions:** Program staff and/or volunteers will learn to use our web site, FB, Twitter, et al. to promote our library activities, and to learn about new ideas for programs. Staff will maintain presence in Pennysaver and other newspapers, and continue using the sidewalk sign regularly, as the weather allows.)

- 3. *The Director & Library Board will investigate barriers to program attendance, such as operating hours, staffing levels, handicapped access, meeting room facilities, & programming budgets.***

(**Actions:** The Director & Library Board will have annual discussions regarding personnel expenditures, operating hours and program budgets as we build our annual budget and advocate for library services with the Town Board. We will regularly assess our meeting room policy and track usage statistics by outside groups.)

- 4. *Library staff will regularly survey patrons regarding program enjoyment via paper surveys and on social media, in order to offer programs that the community sees as advantageous.***

(**Actions:** Staff will create small paper surveys for program attendees, offer feedback drop boxes, and offer online surveys through Survey Monkey as needed to invite feedback. Links to the surveys will be placed on web site and social media.)

## **Goal #3: Provide modern technology for our patrons and staff.**

**Measurable Objective:** Maintain a modern public library that meets or exceeds NYS standards for open hours, and computer bandwidth, with up-to-date and reliable public access computers. *(Measured by NYS Annual Report statistics.)*

### **Activities:**

**1. *The Library will have up-to-date computers and software for staff and the public as well as a modern copier/scanner/fax machine.***

*(Actions: The Library Director & Board of Trustees will maintain a 3-year lease cycle for the server & computers and a 5-year copier lease for the public and staff. Doing so will avoid equipment failure due to outdated software & hardware. The lease will contain a service agreement for rapid repair if problems occur. This will be accomplished by maintaining the appropriate technology line(s) in the annual budget to support this endeavor, and we'll advocate for this fundamental service with the Town Board.)*

**2. *The Library will maintain a Wireless Hotspot for patrons to access with laptops, smartphones, and other devices.***

*(Actions: The Library Director, along with paid or volunteer technology experts, will ensure that the hotspot equipment works effectively, and will replace equipment as needed to ensure this service. The Library will add a content filter to safeguard patrons from objectionable content, and to comply with federal CIPA- Children's Internet Protection Act requirements.)*

**3. *The Library will maintain an up-to-date web site.***

*(Actions: The Library Director will contract with a web-hosting company to maintain a web site that is easy to update by staff or volunteers. Web site will be updated several times per week for accuracy, and statistics will be compiled annually regarding usage.)*

**4. *The Library will help patrons use current technologies and navigate new ones.***

*(Actions: The Library Director will offer staff technology trainings and encourage staff to attend workshops to enrich their own knowledge-base and therefore help patrons. The Director will hire staff with expertise in the current software & hardware available on site. Director, staff and/or volunteers will offer one-on-one trainings to patrons who need help.*

**Goal #4: Provide an up-to-date library facility for patron enjoyment and staff efficiency and safety.**

**Measurable Objective:** Maintain a modern public library *building* that meets or exceeds ADA Compliance and the expectations of the public & staff for a safe and well-maintained facility. (*Measured by NYS Annual Report statistics, public survey results, and staff feedback.*)

**Activities:**

- 1. *The Library will maintain a clean, bright, orderly environment conducive to working, reading, researching, browsing, and other mainstream library activities and be open at least the minimum hours set by the NYS Library.***

(**Actions:** The Library Director will employ a weekly general maintenance custodian, a bi-annual carpet cleaner, and will hire independent building maintenance contractors as necessary to keep the library interior clean, including the carpets, walls, fixtures, lighting, and bathrooms. Costs for these services will be in the operating budget.)

- 2. *The Library will welcome patrons of all abilities to use the facility.***

(**Actions:** The Library will comply with the Americans with Disabilities Act; we will work with town officials to integrate a push-button automatic door opener for our main door, and help maintain the functionality of the elevator and lobby door-openers already in place. For those patrons who are house-bound, we will maintain our shut-in book delivery service. With advance notice, we will hire sign language interpreters for any program.)

- 3. *The Library materials collections will be protected and maintained. The personal safety of the public and staff will be made a priority.***

(**Actions:** The Library Director will maintain the aesthetics of the browsing collections with weeding/cleaning/repairing and replacement parts as necessary. The Director will maintain a written Disaster Plan, updated annually, and staff will be trained on how to manage minor disasters such as water leakage, fire-alarm evacuation, disorderly patrons, and more. A Disaster Kit will be maintained in order to mitigate water damage to the collection and/or block off an area of the library due to damage. The library staff will be trained on the Town Hall security system, use of the panic button, and Library security policies. The Town Hall security system will be armed per direction of the Town Supervisor.