

CALEDONIA LIBRARY  
3108 MAIN ST  
CALEDONIA, NY 14423

Long Range Plan  
2019-2024

Approved by the Trustees of the Caledonia Library  
On 4/26/19

## MISSION STATEMENT

The Caledonia Library will provide current information and recreational materials for all people in our community, and will create and provide a warm and encouraging atmosphere for children of all ages, and serve as an ongoing hub for community information.

Caledonia residents will have access to a variety of library services, provided in a warm and welcoming manner, which will

- Develop lifelong learners
- Provide materials, services and referrals to satisfy their curiosity, and meet their information needs
- Be a source of and disseminator of information about Caledonia and the larger community.

# CALEDONIA LIBRARY LONG RANGE PLAN 2014-2019

## SATISFY CURIOSITY

### Goal #1

Community residents will have access to current materials, fiction and nonfiction, in a variety of formats to allow for their continued individual growth.

Objective # 1: The e-book and downloadable audiobook circulation will increase by 2% in year one of this plan, and continue to increase by 2% over the subsequent years of the plan.

Objective # 2: By the end of 2020, 55% of adult users will say that they are satisfied with the information or resources that they have received with satisfaction rates increasing 2% per year for the duration of the plan.

Objective # 3: The budget for purchase electronic books will increase by 2% the first year, and 1% each remaining year of the plan.

#### Selected activities to help reach objectives:

- An increased portion of the budget will be allocated to e-book purchases.
- Evaluate collection through the resources provided by Pioneer Library System, i.e. usage and hold statistics.
- Continue to educate patrons on using e-books through classes, guidance and instruction.
- Publicize new materials in the media, and create mini displays.

### Goal #2

Community residents will see the library as a source of high speed access to the Internet and other online resources.

Objective # 1: Internet access use will increase by 2% in year one and an additional 2% for each subsequent year of the plan.

Objective # 2: Caledonia Library Staff will attend at least two continuing education opportunities that focus on learning new technology skills during each year of the plan.

#### Selected activities to help reach objectives:

- Staff will attend continuing education workshops at Pioneer Library System, or RRLC.
- Staff and or volunteers will avail themselves of training opportunities for enhanced technology skills.

## CREATE YOUNG READERS

### Goal # 1

Preschoolers and early readers will have the materials, programs, and services that help generate lifelong readers.

Objective # 1: The first year of plan will see an increase of 2% in the circulation of children's materials, with an increase of 2% for each subsequent year.

Objective # 2: Staff and volunteers will experiment with programming that addresses changes in family patterns, and will determine by survey, circulation and attendance figures the most valuable programs.

Objective # 3: There will be a 5% increase annually in expenditures for the children's materials and programming budget.

Selected activities to reach objectives:

- Staff and volunteers will continue regularly scheduled story time.
- Staff and/ or volunteers will offer 2 nontraditional story times throughout the year, i.e., evenings and Saturdays.
- Nursery school visits will continue, and staff will explore pre-K visits at school.
- Continue collaboration between school, recreation programs, and nearby libraries for the Summer Reading Program.

### Goal #2

Parents, grandparents, and caregivers will have available information, material, and support to help their children become lifelong readers.

Objective #1: Parents and others will be made aware of the parenting collection through increased advertising, with at least 2 advertisements and/or articles in various media.

Objective #2: At least one program that addresses concerns, or promotes knowledge important to caregivers will be offered each year of the plan.

Selected activities to help reach objectives:

- Increase communication with home schooling parents.
- Explore the need for periodicals to reach this segment.

- Have a Grandma/grandpa, or caregiver story time.
- Prepare booklists of age appropriate materials.
- Determine though circulation figures, the increase in use of the parenting collection.
- Survey parents/caregivers for program ideas.
- Determine gaps in parenting collection and solicit recommendations from parents/caregivers to fill the gaps.

## KNOW YOUR COMMUNITY

### GOAL #1

Residents of Caledonia will have a central location for information about community services, events, history, and plans at the library.

Objective #1: To explore at least three ways to increase the amount of local community information available to the residents at the Caledonia Library.

Selected activities to reach objectives:

- Develop a list of key community people, including the service organizations to answer patron requests.
- Provide community brochures and other local information.
- Advertise what information is available at the library, i.e., tax forms, old house information including the Landmark Society Survey online, on bookmarks, in the Pennysaver, and other organization newsletters.
- Create a new bulletin board area, with the possibility of a monthly calendar for community events.

### Goal # 2

Residents of Caledonia will have an enhanced awareness of the presence of the Caledonia Library; what it can and will provide; and an understanding of why the library is a valuable community resource.

Objective 1: The Caledonia Library will increase the number of visits to the library by at least 2% in the first year of the plan and such increases will continue each subsequent year of the plan.

Objective 2: The Caledonia Library will have a 3% increase in the registered borrowers from village and town in the first year of the plan, and in each subsequent year.

Selected activities to reach objectives:

- Utilize the OWWL Mascot for events and parades.
- Increase marketing efforts, perhaps by soliciting logo suggestions.
- Increased presence of staff and board at community events with badge, pin, etc indicating their affiliation.

- Hold a Library Open House once a year for the general public that focuses on the resources, services and programs the library offers, with refreshments offered.
- Continue to explore the possibility of a Caledonia Library sign, which will allow for announcements.