



**SEYMOUR LIBRARY**  
**LONG RANGE PLAN**  
**2023 -2025**

## **Introduction to The Library's Long Range Plan**

The Seymour Library Director and the Board of Trustees formed a sub-committee in January 2022 to develop the 2023-2025 Long Range Plan for the Seymour Library. The Board recognizes the challenges of a rapidly changing society and intends for this Plan to be a flexible roadmap.

The Committee sought input the Board, Staff, Seymour Library Foundation, Friends of the Seymour Library, Municipal Liaisons through questionnaires and surveys. From January through September, the following data and documents were reviewed, and input from the community was collected through surveys and questionnaires. Examples include:

- NYS Library Annual Reports 2019 – 2021
- Municipality/Library Joint Operations Agreement
- Foundation, Friends, Staff, and Municipal Liaison Input via Questionnaire
- Board Survey/Questionnaire

The committee used the American Library Association and New York State Library guidelines to write this Plan. The Plan includes: a mission statement, core values, strategic initiatives, and overall goals for the next three years.

A project team for each strategic initiative is responsible for developing annual action plans by January of each year and with evaluating accomplishment of these goals by September of each year. Throughout the year the project teams will report their progress at Library Board meetings.

An annual report on the status of goal attainment will be prepared by the Library Director and Marketing Committee for the Trustees, municipalities and community.

## Mission, Core Values, Strategic Initiatives, and Goals

### Mission

Lifelong learning, literacy, and discovery for all.

### Core Values

**Education:** Meet community needs by promoting lifelong learning and literacy in all forms.

**Access:** All information resources are equitably accessible to all Library users.

**Service:** Provide the highest level of customer service to all Library users.

**Intellectual Freedom:** Support intellectual freedom and free inquiry.

**Confidentiality/Privacy:** Respect everyone's right to confidentiality and privacy.

**Sustainability:** Commitment to environmentally sound, economically feasible and socially equitable Library practices.

| Strategic Initiatives   | Overall Goal   |
|---|--|
| Promote Literacy in English Language Arts (ELA) and Science, Technology, Engineering, Arts, Math (STEAM)                | Collaborate with educational institutions and organizations to support the education of our youth, pre-school through high school. |
| Develop a Long-term Sustainable Funding Strategy  | Ensure that funding received from all sources is used most effectively to serve the community.                                     |
| Promote Effective Communication with Stakeholders (Municipalities, Foundation, Friends) and the Community               | Communicate the value of the Library to constituents.  |
| Create an Attractive and Welcoming Environment for Intellectual Growth and Positive Community Relationship Development. | Increase the community's use of the Library.   |
| Enhance Technology Infrastructure and Accessibility   | Improve the community's access to up-to-date technology and systems.   |

**Strategic Area One: Promote Literacy in English Language Arts (ELA) and Science, Technology, Engineering, Arts, and Math (STEAM)**

Project Team: Library Director and Librarians

Overall Goal: Collaborate with educational institutions and organizations to support the education of our youth, pre-school through high school.

**Year One Goals (2023)**

1. Work with educators to establish appropriate educational outcomes.
2. Create a comprehensive plan on how to track and measure educational outcomes (e.g. Participation in STEAM project/number of participants/project completion/librarian observation).
3. Identify areas of strength to continue and areas in need of improvement.

**Year Two Goals (2024)**

1. Improve programs identified as areas in need of improvement or discontinue and replace with new initiatives.
2. Continue to track and measure educational outcomes.

**Year Three Goals (2025)**

By September 2025, the project team will:

1. Present to the three municipalities a report on changes in the past two/three years.
2. Evaluate and update plan to address areas of concern identified in the next long range plan.

## **Strategic Area Two: Develop a Long-term Sustainable Funding Strategy**

Project Team: Library Director and Trustee's Finance Committee

Overall Goal: Ensure that funding received from all sources is used most effectively to serve the community.

### **Year One Goals (2023)**

1. Develop a comprehensive document which lists temporary and unrestricted net assets (e.g. donations, fundraisers, estate bequeaths) that educates the Board and Municipal Liaisons as to how assets can be used.
2. Inform stakeholders as to how the Library Board plans to use temporary and unrestricted net assets.
3. Continue to invest, per NYS regulations for institutions funded by municipalities, for optimal returns.
4. Develop a system to track past and current corporate and/or educational partnerships for financial support beyond budgeted offerings.
5. Seek new corporate and/or educational partnerships for financial support.
6. Present to the municipalities a balanced budget.

### **Year Two Goals (2024)**

1. Monitor and adjust the implementation of plan for temporary and unrestricted net assets.
2. Continue to build outreach between corporate and not for profit organizations.
3. Present to the municipalities a balanced budget.

### **Year Three Goals (2025)**

By September 2025, the project team will:

1. Present to the three municipalities a report on changes made in the financial systems of the Library in the past two/three years.
2. Develop a three year (2026-2028) financial forecast for the Library.
3. Evaluate and update plan to address areas of concern identified in the next long range plan.

## Strategic Area Three: Promote Effective Communication with Stakeholders (Municipalities, Foundation, Friends) and Community

Project Team: Library Director and Trustee's Marketing Committee

Overall Goal: Communicate the value of the Library to constituents.

### Year One Goals (2023)

1. Continue to promote communication between Library leadership and municipality leadership.
  - Arrange a meeting with the Library Director, Trustee members and the three municipality leaders at least once a year.
  - Provide an annual report to elected officials and the public (separate from the New York State requirement).
  - Continue to send Highlights of Board Meetings to Municipal Liaisons and Library Board members who report to the Municipal Boards.
2. Promote communication consistency to enhance the understanding of what the Library has to offer and its place in the community.
  - Utilize patron survey feedback to tailor website and social media updates.
  - Update Library talking points for various audiences.
  - Work collaboratively with the Sweden Clarkson Community Center to ensure a coordinated approach to programming to avoid duplication.
3. Promote user and community engagement by creating messaging and experiences that are relatable and engaging.
  - Utilize *Seymour the Dragon* mascot, at Library and community events, through social media venues, and publications.
  - Continue to invite community involvement in setting up displays in the Library highlighting community achievements.

### Year Two Goals (2024)

1. Assess the status of goal attainment and write action plans for 2024.

### Year Three Goals (2025)

By September 2025, the project team will:

1. Present overall goal attainment to the Library Trustees, municipalities and community.
2. Evaluate and update plan based on finding for the 2026-2028 Long Range Plan.

## Strategic Area Four: Create an Attractive and Welcoming Environment for Intellectual Growth and Positive Community Relationship Development.

Project Team: Library Director, Adult Services Librarian, Teen Services Librarian, Children Services Librarian, and Trustee's Facilities Committee

Overall Goal: Increase the community's use of the Library.

### Year One Goals (2023)

1. Market *Baby Dragon* and *1,000 Books Before Kindergarten* Literacy Programs.
2. Enhance Display Infrastructure (outdoors and indoors).
3. Establish dynamic programming with focus on monthly programs.
4. Develop a plan for an outdoor hardscape area, e.g. patio for outdoor activities and programs.
5. Develop a timeline and funding source for interior improvements (e.g. painting, carpeting) in partnership with the Strategic Area Two group and the Seymour Foundation.

### Year Two Goals (2024)

1. Assess participation in literacy programs; get promotional materials into pediatric offices and daycares.
2. Investigate makerspaces to stimulate creativity, intellectual growth, as well foster a positive community relationship in partnership with Strategic Area Five Group.
3. Analyze data from monthly programs to develop Legacy programs (e.g. summer reading program).
4. Create an outdoor space for Library activities and programs (e.g. patio).

### Year Three Goals (2025)

By September 2025, the project team will:

1. Present overall goal attainment to the Trustees, municipalities and community.
2. Evaluate and update plan based on findings to be included in the next long range plan.

## Strategic Area Five: Enhance Technology Infrastructure and Accessibility

Project Team: Library Director, Adult Services Librarian, Teen Services Librarian, Children Services Librarian

Overall Goal: Improve the community's access to up-to-date technology and systems.

### Year One Goals (2023)

1. Purchase Adobe PDF software for the reference terminal and promote for public use with librarian assistance.
2. Inform and educate patrons on mobile printing ability using "Print On."
3. Identify and assess technologies that schools are using for Library/School collaboration.
4. Add *ABC Mouse – Early Learning Academy* to a juvenile computer.
5. Explore the *educational* version of Minecraft (engineering emphasis), coordinate groups to meet and do related activities.
6. Allocate budget for STEAM hardware, e.g. Raspberry Pi's (coordinate with Strategic Area Two group).
7. Monitor set-up of *ancestry.com*.

### Year Two Goals (2024)

1. Enhance technology and digital literacy for young adolescents (ages 11-18) by purchasing STEAM teaching programs.
2. Investigate makerspaces in partnership with Strategic Area Four Group.
3. Purchase juvenile age group (ages 7-10) appropriate technology (e.g.3 Doodle Pens, Dot & Dash, Spheros) to promote technology literacy.
4. Explore programs such as *Girls Who Code* available for all youth in grades 4 - 7.
5. Evaluate the value of each technology and program for our community.

### Year Three Goals (2025)

By September 2025, the project team will:

1. Present overall goal attainment to the Trustees, municipalities and community.
2. Evaluate and update the plan based on finding to be included in the next long range plan.



| Trustees  | Staff   | Strategic Plan Team   |
|---|---|---|
| <p><b>Officers:</b><br/>Bernie LoBracco<br/><i>President</i></p> <p>Marilynn Brown<br/><i>Vice President</i></p> <p>Scott Maar<br/><i>Finance Officer</i></p> <p>Dr. Scott Rochette<br/><i>Secretary</i></p> <p><b>Trustees:</b><br/>Libby Caruso<br/>Dr. Patricia Galinski<br/>Dr. Bruce Leslie<br/>Donald Pophal<br/>Kristen Sharpe</p> | <p><b>Library Director:</b><br/>Jennifer Caccavale</p> <p><b>Children Services Librarian:</b><br/>Jennifer Silmser</p> <p><b>Young Adult Services Librarian:</b><br/>Patrick Pittman</p> <p><b>Adult Services Librarian:</b><br/>Lea Takigawa (1/22 -7/22)<br/>Leslie Boedicker<br/>(Interim, 9/22 - current)</p> | <p><b>Members:</b><br/>Jennifer Caccavale<br/><i>Co-chair</i></p> <p>Dr. Patricia Galinski<br/><i>Co-chair</i></p> <p>Bernie LoBracco</p> <p>Scott Maar</p> |