

Maxwell Memorial Library

2021 - 2023 Strategic Plan

1. BUILDING AND GROUNDS (B&G)

- a. Reform an active, working committee taking the lead for the Board of Trustees for the future-i.e. needs for budgeting for annual improvements. Need a separate line item in the annual budget for Bldg./Grounds that is NOT maintenance. **Board - 2021.**
- b. Work with a professional building inspector that we hire to be sure that all mechanical items (i.e. HVAC) are in good working order, notate those to be worked on, or replaced. **B&G committee: 2021.**
 - i. Once the inspection report is in, the B&G committee will review and begin to plan for improvement of the identified areas of concern. **B&G committee: 2021 - 2023**
 - ii. This will include a yearly plan as well as identifying cost and revenue. **B&G committee: 2021 - 2023**
- c. Research the “state” of the front stained-glass window to insure no missing, or broken pieces of glass or lead, evaluate repairing or replacing with thoughts of use in a modernized setting. **Marcia/B&G committee: 2021.**

2. INVOLVEMENT WITH OTHER GROUPS.

- a. Meet with the Director and Board of Trustees of Fairmount Library, and their staff to identify thoughts and ideas of working together. **Alyssa/Lucille (possibly Melissa): 2021.**
 - i. Formulate a plan to better serve our community in a joint effort. **Alyssa/Lucille: 2021.**
 - ii. Collaborate on Summer Reading Program, Farmers Market outreach, and other identified opportunities. **Alyssa/Melissa: 2021 - 2023.**
- b. Reach out to those groups identified in the survey about the possibilities of working together on mutual presentations, projects, etc. **Alyssa/Rena/Melissa: 2021 - 2023.**

- i. Take the programs offered outside the library. Identify opportunities for Maxwell to “get in the public” of Camillus.
 - ii. Target the “middle” millennial generation with opportunities of interest specifically to them (i.e. wine/beer tasting, exercise classes, coffee/tea time).
- c. Establish and uphold quarterly meetings (separate from the Friends of the Library [FOL] meetings) with the Maxwell FOL executive team, the purpose of which will be to identify mutual goals and fundraising opportunities for collaboration. This will include the Board of Trustees Friends Liaison (currently Barbara Parsons), Alyssa, and the Board of Trustees President (currently Lucille), as well as representatives from the Friends. **Alyssa/Lucille/Barbara: 2021.**
 - i. Establish a yearly fundraising events calendar. **FOL/Alyssa/Lucille/Barbara: 2021 - 2023.**
 - ii. Identify funding opportunities for the Maxwell FOL, in support of the Maxwell Library. **Board/Alyssa/FOL: 2121 - 2023.**

3. ADVERTISING & PUBLICITY

- a. Create a master list of publications both for advertising, and publication of Library events, creating a better presence in the community. **Rena/Alyssa: 2021.**
 - i. This will be presented to the Board for help in identifying and filling possible gaps. **Rena/Alyssa: 2021**
 - ii. This will form the basis of a PR Plan, to ensure when we advertise, all possible outlets are used. **Rena/Alyssa: 2021**
- b. Investigate hiring a media/PR specialist (or volunteer). **Alyssa: 2022 (after PR plan in place).**
 - i. Check with the Greater Camillus Chamber of Commerce regarding someone local.
 - ii. Explore the cost of hiring a firm vs. hiring a part time employee.
- c. Create a standardized voice mail response (Alyssa to be the voice of the library). **Alyssa: 2021.**
- d. Research some nontraditional means of advertising the Library (i.e. tote bags). **Board/Megan: 2021 - 2023**

4. FUTURE EXPANSION OF FACILITIES

- a. Create a separate funding stream for any expansion. Make annual deposits. **Finance committee: 2021.**
- b. Create a short-term focus group to determine the need for an expansion. **Board: 2021.**
 - i. Once the focus group is formed, work with the B&G committee to evaluate the current needs of the library/facility. Present findings to the BoT. **Focus Group/B&G: late 2021/2022.**
 - ii. If our needs warrant an expansion, begin to investigate how to make it possible (do we build up? over? relocate?). **Focus Group/B&G: 2022.**
- c. Research NYS construction grants for possible expansion. **Focus Group/B&G: 2022 - 2023.**

5. TECHNOLOGY

- a. Identify groups to help now (i.e. seniors with phones, Zoom), using the survey. **Alyssa/Rena/Pete: 2021.**
- b. Provide small group learning experiences for new technology for youth -new software, equipment, coding. **Melissa: 2022.**
- c. Use new laptops to hold in person technology programs. **Alyssa/Pete: late 2021 - 2023.**
 - i. Internet safety.
 - ii. How to spot fake news.
 - iii. Resume building and job searching.

6. STAFF TRAINING

- a. Work on core competencies of job duties for all staff on a regular basis. **Rena/Alyssa: 2021.**
- b. Recommend courses (online, in person training, role playing) for good customer service. **Alyssa/Library Staff: 2021 - 2023.**
 - i. Use CLRC and OCPL offerings and require employees to take 1 continuing education class every quarter.
 - ii. Document classes staff has taken.
 - iii. Adjust the weekly schedule to accommodate employees taking those classes.

7. DIVERSITY

- a. Increase awareness of how different cultures utilize the library, and why. Look for and have staff take continuing education opportunities specifically on diversity awareness in a library setting.
Alyssa/Cynthia: 2021 - 2023.
- b. Specific “enlightenment” as to the difference between our culture and others-how actions are perceived. **Alyssa: 2022.**
 - i. Find and offer programs to the public (and staff) that focus on different cultures.
 - ii. Encourage guest speakers from different cultures and ethnicities to present at Maxwell.

8. YOUTH SERVICES

- a. Offer more programming for teens and tweens. **Melissa: 2022 - 2023.**
- b. Increase awareness of and participation in the Summer Reading Program. **Melissa: 2021 with a reevaluation in 2022.**
 - i. Work more closely with the West Genesee School District and local child care centers.
 - ii. Identify new ways of advertising to area children and families.
- c. Diversify our youth programming offerings to include families, different ethnicities and cultures, and opportunities for community partnerships. **Melissa: late 2021 - 2022).**

Adopted by the Maxwell Memorial Library Board of Trustees on: May 17, 2021