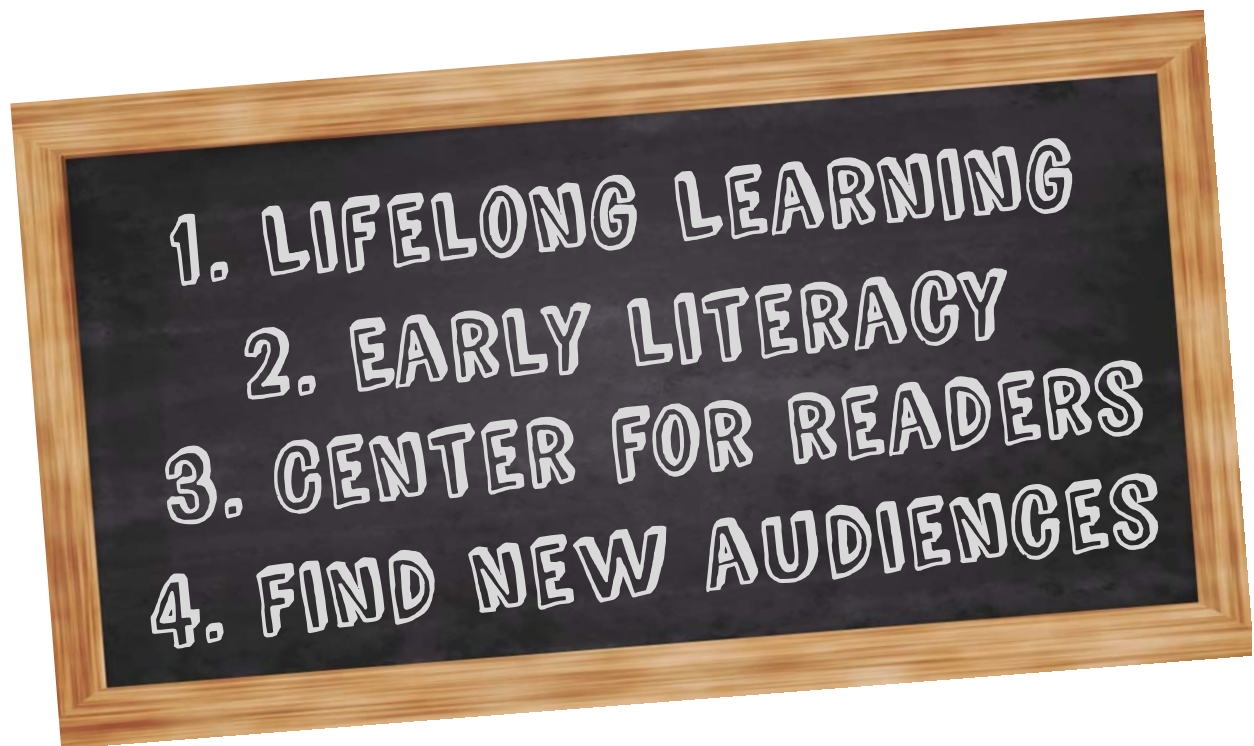


LIBRARY STRATEGIC PLAN

2017—2019 SERVICE PRIORITIES



Greece
Public Library



Greece Town Supervisor
William D. Reilich

ABOUT THE LIBRARY

The Greece Public Library is a municipal public library chartered by the New York State Education Department to provide library service to the 96,000 residents of Greece. Governed by a 7 member library board, the library has a close relationship with the Town of Greece which provides funding and support for its facilities, staffing and collections. An active Friends of the Greece Public Library volunteer group provides funding to support programming for all ages at the library.

WHY THE LIBRARY NEEDS A PLAN

The mission of the Greece Public Library is to engage, inspire and inform through community relevant learning opportunities. Our strategic plan provides a framework for the fulfillment of this mission and serves as a conduit linking community wants and needs with library resources.

HOW THE PLAN WAS DEVELOPED

The library's 2017-2019 Strategic Plan is the result of a collaborative community endeavor which began in December 2015 with the creation of an ad hoc Strategic Planning Committee of the Greece Public Library Board of Trustees. The "Simply Strategic" library planning method was chosen and its co-creator Ron Kirsop was identified as a facilitator for 3 community focus groups held in June 2016. The 32 focus group participants were identified with input from the Library Board, Library Staff and the Town of Greece to be representative of the demographics of the community. Participants included representatives from the business, education, government, faith and medical communities as well as the Friends of the Greece Public Library. Library users and non-users were included. Additional community input was received through a survey distributed widely in July and August 2016 which 1,288 residents completed.

The Strategic Planning Committee convened in September 2016 to review focus group and survey data. Acknowledging the need to maintain operational excellence, fiscal stability and sustainability, the committee identified 4 service priorities to present to the Library Board for approval at its October 2016

The library's 35,000 sq. ft. main branch, located on Greece Town Hall Campus, was built in 2000 and is open 64 hours per week year-round and 68 hours per week during the winter months. The library's 2,500 sq. ft. Barnard Crossing branch opened in its current location in 2014 and is open 41 hours per week.



meeting. Following this approval, the Library Director worked with staff to develop activities and measures for the identified service priorities. The final plan was approved by the Library Board at its December 6, 2016 meeting.



2016 Library Board of Trustees

Eugene Welch, President

Shannon O'Keefe Pero, Vice President

Jamie Slocum, Finance Officer

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Kevin Nasca

Anthony Wechsler

Tracy Wooden

Cassie Guthrie, Library Director

Keith C. Suhr, Librarian III and Recording Secretary

Michelle Marini, Town Liaison to the Library Board

Service Priority #1

SATISFY CURIOSITY: LIFELONG LEARNING

Goal: Residents of all ages will have access to services and materials to explore topics of personal interest and to continue to learn throughout their lives.

Activities in support of this goal include:

- Collect data regularly through surveys and library usage reports to ensure programs and collections are meeting community interest
- Develop a library programming policy
- Establish a Teen Advisory Board
- Investigate new collections and physical space within the library devoted to "How To" and DIY materials

Measurements: Circulation, Program Frequency, Program Attendance, Survey Analysis

Service Priority #2

CREATE YOUNG READERS: EARLY LITERACY

Goal: Children from birth to age five will have programs and services designed to ensure that they will enter school ready to learn to read, write and listen.

Activities in support of this goal include:

- Continue to develop and promote the library's 1,000 Books Before Kindergarten reading incentive program and YouTube early literacy content.
- Offer regular series of early literacy programs weeknights or weekends to expand reach to working parents
- Offer a new early literacy sensory storytime designed for children on the autism spectrum.

Measurements: Survey Analysis, Program Frequency, Program Attendance, YouTube Views and Comments

Service Priority #3

CENTER FOR READERS

Goal: Residents of all ages will find the materials they are looking for in a timely and convenient manner, have help choosing among the options and have programs and services designed to engage them in the wider community of readers.

Activities in support of this goal include:

- Provide staff training to maintain high-quality reader's advisory service to patrons of all ages
- Develop, brand and regularly update "self-service" printed materials to assist patrons in locating materials of interest
- Partner with local schools to increase parent and student awareness of the library's Read the States reading incentive program and summer reading program
- Create a designated "readers' space" within or near the adult fiction collection to include information about upcoming author events and book discussions, book displays and comfortable seating

Measurements: Circulation, Summer Reading Registration/Completion Rates, Reading Incentive Registration/Completion Rates

Service Priority #4

FIND & CULTIVATE NEW AUDIENCES

Goal: Residents of all ages will discover or rediscover the library beyond the library walls.

Activities in support of this goal include:

- Develop social media plan
- Track pop culture trends to identify opportunities for programs and collections to attract hard-to-reach audiences
- Investigate opportunities for Little Free Libraries in the Town of Greece
- Pursue opportunities to deliver library services off-site at high impact venues in the Town of Greece

Measurements: Social Media Tracking, Door Count, New Library Card Signups, Outreach Frequency, Outreach Event Attendance

COMMUNITY FOCUS GROUP PARTICIPANTS

Fred Ancello, Monroe County Legislator
 Frank Arvizzigno, St. Lawrence School Principal
 Ann and Barry Benedict, Home Daycare Providers
 Christa Cabera, Resident/Home Schooler
 Sarah Cash, Resident
 Paul Chatfield, Business Owner/Rotarian
 Paula and Michael Crawford, Residents
 Christine Denton, Resident
 Stephanie DiCenzo, Resident
 Claudine Dixon, GCSD Librarian (Arcadia High School)
 Melanie Fazio, The Mall at Greece Ridge Marketing Director
 Jeannie Fraser, St. Lawrence School Librarian
 Wendy Heckman, Resident
 Ray Helfrich, Business Owner
 Diane Johanson, Friends of the Greece Public Library
 Jackie Kaspersin, Resident
 Rob Kennedy, Unity Hospital Guest Services
 Rochelle Marx-Asher, Bryant & Stratton College, Greece Campus
 Frank Messina, Resident/College Student
 Krista Nicolaisen, Northwest Family YMCA Preschool Teacher
 Kristy Pincelli, Resident
 Sheilah Randall, Bryant & Stratton College, Greece Campus
 Christine Redfield, Resident
 Stacey Reed-MacGregor, Business Owner
 Joanne Shannon, St. Lawrence School Teacher
 Donna Sime, Park Ridge Auxiliary
 Larry Stojkovic, Hope Lutheran Church Pastor
 Susan Sullivan, GCSD Librarian (Craig Hill Elementary)
 Mary Jo Whalen, Friends of the Greece Public Library
 Deborah Whitt, Business Owner/Rotarian

LIBRARY STRATEGIC PLANNING COMMITTEE

Kevin Nasca, Chairman
 Cassie Guthrie
 Jamie Slocum
 Keith C. Suhr
 Anthony Wechsler
 Eugene Welch, ex-officio

GREECE PUBLIC LIBRARY

2 Vince Tofany Boulevard
 Greece, NY 14612
 585-225-8951
www.greecepubliclibrary.org

Greece Town SupervisorWilliam D. Reilich
 Library Director.....Cassie Guthrie
 2016 Library Board President.....Eugene Welch



Main Branch

(2 Vince Tofany)

Monday through Thursday* 9 am–9 pm
 Friday and Saturday 9 am–5 pm
 Sunday (October through April) Noon–4 pm
 * open at 12 pm first Thursday of the month



Barnard Crossing Branch

(2808 Dewey Ave)

585-663-3357

Monday and Tuesday 10 am–8 pm
 Wednesday through Friday* 10 am–5 pm
 * open at 12 pm first Thursday of the month