



OLIVE FREE LIBRARY

LONG-RANGE PLAN **January 2024 - December 2026**

About Our Community

Nestled in the Catskill Mountains, the Town of Olive has a population of 4,226 (2020 U.S. Census) and includes the hamlets of West Shokan, Boiceville, Shokan, and Olivebridge. The Town is in the Ontario Central School District. The Olive Free Library serves the community members of the Town of Olive as well as the surrounding areas. The community values its historic roots, and efforts are made to maintain the town's character while embracing sustainable development and environmental conservation.

Mission Statement

The mission of the Olive Free Library is to provide our community and its surrounding neighbors with materials and services that meet educational, informational, cultural, and recreational needs. It also provides a site for community activities that meet the same needs.

Planning Summary

Presented below is a three-year service plan for the Olive Free Library, covering the period from January 2024 to December 2026. This comprehensive plan was collaboratively developed by an eight-member committee comprising two library staff, three board members, and three community representatives. The identified themes and priorities within the service plan stem directly from insights gathered in 2023 through community focus groups, staff and board meetings, and a survey that garnered responses from 175 participants. For inquiries or concerns related to this plan, please reach out to the library director.

Section 1: Programming

Goal: To serve as a hub that connects the community socially while offering high-quality programming.

Objective 1: Library as Community Connector

Objective 1 Action Steps

- Engage in off-site programming beyond the library premises within the town, fostering collaborations with local organizations for hosting social events and gatherings. Establish partnerships to facilitate monthly meet-ups for seniors, offering affordable refreshments during events.
- Create a conducive space for community socializing and explore diverse programming opportunities to enhance connections. Examples include organizing civic engagement events, hands-on workshops, skill-sharing classes, and community swaps.

- Expand services to address community needs that might be financially challenging, such as digitizing personal photos/videos, providing free estate plan preparation, offering 1:1 computer assistance, and arranging cost-effective bus trips to NYC.
- Conduct a thorough assessment of staffing requirements to effectively implement these initiatives.

Objective 1 Performance Measures

- Number of off-site programming events conducted in collaboration with local organizations
- Attendance and participation rates of off-site programming events.
- Cost-effectiveness of events and services, comparing expenses to allocated budgets.
- Overall community satisfaction surveys regarding the library's efforts to address their needs.
- Number of community members utilizing newly implemented services.
- Participant satisfaction and feedback regarding the quality and relevance of the programs/services offered.
- Employee satisfaction and feedback regarding workload, training, and support provided during the implementation phase.

Objective 2: Develop a diverse calendar of cultural events.

Objective 2 Action Steps:

- Engage in partnerships with nearby artists, writers, and community organizations to promote inclusiveness and enhance cultural understanding via concerts, workshops, and speaker series.
- Adapt programming based on community feedback to align with their interests and requirements.
- Implement a systematic planning approach, utilizing a spreadsheet to track progress in each category and ensure monthly coverage.
- Conduct a thorough assessment of staffing requirements to effectively implement these initiatives.

Objective 2 Performance Measures

- Diversified and well-attended cultural events.
- Quarterly programming reviews to include program surveys
- Employee satisfaction and feedback regarding workload, training, and support provided during the implementation phase.

Section 2: Community Outreach

Goal: To enhance community awareness regarding the resources and programs offered by the library.

Objective 1: Strategic Outreach Initiatives

Objective 1 Action Steps

- Investigate alternative marketing avenues like focused email campaigns, text message outreach, local newspaper, blogging, and podcasting.
- Develop a targeted marketing strategy to reach diverse demographics within the community.

- Establish partnerships with local schools, businesses, and community businesses for collaborative outreach.
- Conduct a thorough assessment of staffing requirements to effectively implement these initiatives.

Objective 1 Performance Measures

- Increased library membership and usage.
- Employee satisfaction and feedback regarding workload, training, and support provided during the implementation phase.

Objective 2: Library Ambassador Program

Objective 2 Action Steps

- Train library staff, board members, and friends group members to serve as library ambassadors, actively participating in local events.
- Develop an outreach team to visit schools, senior centers, and community businesses to promote library services on at least a quarterly basis.

Objective 2 Performance Measures

- Expanded partnerships with local organizations.
- Improved awareness and perception of the library within the community measured through surveys.

Section 3: Technology

Goal: To evaluate and modify existing technology to enhance the library's responsiveness to the community's needs.

Objective 1: Upgrade/replace existing hardware and software to meet current standards and accessibility needs.

Objective 1 Action Steps

- Conduct a comprehensive assessment to determine the accessibility needs for public computer stations.
- Upgrade public computers to meet accessibility standards, ensuring inclusivity for all users.
- Conduct yearly technology audits to identify gaps and opportunities in the library's technological infrastructure.
- Integrate innovative technologies such as interactive displays, a reliable Wi-Fi infrastructure, and lendable hotspots tailored to meet the specific requirements of the community.
- Provide staff training to ensure seamless integration and support for library users.

Objective 1 Performance Measures

- Higher utilization of technology resources.
- Assess the level of staff proficiency through regular evaluations.
- Solicit feedback from library users regarding staff support for technology-related inquiries to gauge the success of staff training initiatives.
- Measure patron engagement and satisfaction with new technology additions.
- Track and address issues identified in the technology audits to improve the overall efficiency and effectiveness of library services.

- Monitor and record the usage of accessible computer stations to gauge their effectiveness and demand.

Objective 2: Implement/upgrade technology for running library services and increase staff workflow

Objective 2 Action Steps

- Research program registration software.
- Research room reservation software.
- Upgrade door counters for all entrances.
- Explore smart thermostat options for building use.

Objective 2 Performance Measures

- Feedback surveys from users regarding the ease of program/room registration.
- Number of reported issues or complaints related to the registration process.
- User feedback on the comfort level achieved with smart thermostat settings and the number of complaints or issues related to the temperature control.

Section 4: Physical Spaces

Goal: To sustain and enhance the upkeep of the library facilities and provide welcoming spaces.

Objective 1: Create a comprehensive plan of the current library layout and facilities.

Objective 1 Action Steps

- Conduct an assessment of the current library layout and facilities. Take into consideration:
 - Creating a designated space for staff
 - Reimagine circulation desk for better workflow and accessibility for patrons
 - Update lighting
 - Paint paneling
 - Replace drop ceiling
 - Reconfigure bookshelves to make space more accessible and inviting
 - Rearrange children's area.
- Collaborate with architects and designers to create a modern, flexible, and welcoming plan.
- Allocate the budget for necessary renovations and improvements.
- Implement phased renovations to minimize disruptions to library services.

Objective 1 Performance Measures

- Assess budget accuracy and effectiveness for renovations, ensuring alignment with project goals.
- Evaluate the success of the phased approach in maintaining a functional and accessible library.
- Gauge patron satisfaction through surveys and feedback on the revamped library layout and facilities.
- Measure changes in staff productivity and workflow efficiency, especially at the circulation desk.

- Track library usage patterns, including circulation, foot traffic, and section utilization, to assess the impact of renovations on patron engagement and resource utilization.

Objective 2: Create outdoor spaces that serve educational and programming needs.

Objective 2 Action Steps

- Engage in the process of designing and developing outdoor spaces, considering the incorporation of features such as gazebos, community gardens, and educational pollinator gardens.
- Collaborate with landscape designers to create a low-maintenance, multi-purpose outdoor space that is welcoming.
- Allocate the budget for necessary renovations and improvements.
- Implement phased renovations to minimize disruptions to library services.
- Implement cost-saving measures without compromising the quality, sustainability, and functionality of the outdoor space.

Objective 2 Performance Measures

- Evaluate project success based on the outdoor space's attractiveness and functionality.
- Assess alignment with educational and programming requirements.
- Measure effectiveness through low maintenance and sustainable design.
- Gauge satisfaction and community involvement through feedback and utilization assessments.