

# **SINCLAIRVILLE FREE LIBRARY**

## **STRATEGIC PLAN**

**2024-2029**

### **Introduction**

The Board of Trustee members proudly developed a strategic plan which speaks to the issues of concern and need for the Sinclairville Free Library. This planning process has helped clarify our priorities and directions for the upcoming years, giving unity and focus to the board members, the Library Manager, and Library Assistant. It will serve as a monthly agenda item and help us reach our greater goals for the community which we serve.

### **History of Sinclairville Free Library**

Rev. Elbridge P. McElroy, Congregational Minister of Sinclairville,,had no idea that 130 years later his generous offering of his personal library of 185 books would turn into a celebration for the village of Sinclairville and the towns of Charlotte and Gerry on July 8, 2000. This was the day of the Grand Opening of the new library building!! The Deed of Trust,, written in February 1870, stated the library was formed.in order to encourage the youth of Sinclairville and vicinity to form good habits and a taste for reading.

The first home for the library was in the law offices of the Honorable Obed Edson. In 1871 the library was moved to the shop of Charles W. Hedges. We are unsure as to how long the library remained at the Hedges' shop.The next mention of the library's location is in November 1885 where it was listed as the home of William A. Fife. A fourth move, which occurred on January 15th,,1908 found the library renting space for \$2 a month on the corner of Lester and Main Streets.. On January 8, 1937 the library moved to the Sinclairville Grange Building at the corner of Main and Park Streets. When the Grange Building was torn down, the library moved to the Administrative Building of the Cassadaga Valley Central School, located at the corner of Park and Church Streets. In 1977 the library moved into the basement of the American Legion Building which was renamed the David Vern Luce Building in April 2000. During the week of May 8, 2000

the library moved for the eighth and final time into a brand-new building located on Main Street..

Nineteen librarians have served in the various locations the library has been housed. We honor them all for their diligence and dedication by listing their names:

Miss Fanny A. Edson  
Charles W. Hedges  
Edwin L. Husted  
A.L. Staples  
John M. Edson  
William A. Fife  
William Hinchlief  
Miss Abbie Doty  
William C. Scott  
Mrs. F.B. Putnam  
Mrs. Fred Briggs  
Miss Genevera Ticknor (later Mrs. Sears)  
Mrs. Phillip Edson  
Mrs. Charles Ervin  
Mrs. Maurice Westley  
Mrs. Earl (Irene) Minkler  
Patricia Webb  
Lynn Ann Faber  
Lisa Greeley  
and Beth Hadley

The possibilities of what role the library will play within Sinclairville, besides its normal library services, are endless. Through this Strategic Planning process, we aim to make it all that it can be!!!!

## **Performance Indicators**

A report of the Performance Indicators is shown on the next page:

<b>Performance Indicators</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020 **</b>	<b>2021</b>	<b>2022</b>
Total PC Use	1293	1284	1502	311	192	532
Grand Total Circulation (Collection Use)	16712	18133	20213	11991	12294	13301
Total Adult Book Circulation	5900	5798	5591	4021	4549	4229
Total Circulation of Adult Other Materials	5087	5431	7054	3852	2046	1752
Total Children's Book Circulation	3028	3293	3586	1831	3725	4458
Total Circulation of Children's Other Materials	1636	2180	1715	431	300	1120
Grand Total Holdings	31016	32550	34323	48739	48876	50303
Inter-Library Loan - Materials Received (Borrowed)	0	11	1	1870	2328	2415
Inter-Library Loan - Materials Provided (Loaned)	0	0	0	649	1025	1152
Additions to Holdings	3135	2562	2659	*14575	6562	5529
Total Local Public Funds	26300	26500	26750	27000	26750	27000
Total Number of Program Sessions	286	386	399	183	293	390
Total Program Attendance	3081	4079	4135	1330	2172	3555
Reference Transactions	1305	1416	1427	1196	1640	1204
All Registered Borrowers	1127	1219	1240	1253	1276	1365
Registered Resident Borrowers	829	911	925	937	958	1026
Registered Non-Resident Borrowers	298	308	315	316	318	339
Hours Open	27	27	27	27	27	27
Library Visits	17777	17995	21869	6437	8861	11657
Population Chartered to serve Library website visits	3222	3222	3222	3222	3222	3309
Total Collection Expenditures	\$8366	\$7095	\$8414	\$6090	\$8228	\$11564
Total Operating Fund Receipts	\$61585	\$62738	\$50289	\$52675	\$83742	\$75323

\* Includes digital materials \*\* Pandemic \*\*\* Includes online programs and outreach  
\*\*\*\* Increased due to grant funding 2021-2022

# A SWOT Analysis

## Strengths

- Nice, modern building
- Good book selections
- Friendly atmosphere
- Attractive teen section with expanding collection of titles
- Community Room – option to expand to meet future needs
- Updated Computers/High-speed internet/Wireless
- Book delivery (i.e. Memoir Group)
- Automated circulation system
- Association with CCLS
- History collection
- Website access to databases
- Good community programs being offered / developed
- Link with CVCS and PreK
- Excellent Children’s Room with great selection of books/materials, returning programs post COVID
- FAX and copying services
- Partnership with SUNY Fredonia and Big Read
- Support for existing volunteers
- Ongoing groups such as Book Club, Books Unlimited, Write Circle, Sinclairville Samplers, Knitting, Child’s play
- Partnership with Summer Recreation Program for and WRAP Summer Reading Program
- Video conferencing capabilities
- Communication between Cassadaga Library and Sinclairville Free Library
- Volunteers trained in circulation duties
- Usage of library by community groups (Girls Scouts, Cub Scouts, Brownies, Cemetery Association, Maternal and Infant Health, VITA tax, Alzheimer's group etc)
- Increased library hours (now include Saturday hours)
- Young Adult collection is strong
- Strong community support / buy in
- Forward thinking well trained staff
- Willingness to grow and change
- Board is invested in success

## Weaknesses

- Small staff and not enough hours to accomplish all desired projects and tasks.
- Limited financial resources.
- Need to improve accessibility
- Community room needs have expanded beyond current space
- No current Ways and Means Committee
- Library facility expansion limited by physical space restrictions
- Volunteer base aging out / reduced after COVID shutdowns
- Limited Storage space
- Difficulty recruiting board members
- Problem reaching school aged children K-12
- Limited parking.
- No lead volunteer to coordinate volunteers and events.
- Limited selection of video games for use with our game system.
- Need new Children's programming

## Opportunities

- Expand community room, consider café style feature
- Include coffee and food options
- Make entry more ADA compliant/ accessible
- Reach out to Home Schoolers
- Have Game Night or Games/ Pizza after school
- Provide more community-based workshops and speakers (i.e. computer training, MOPS style group)
- Linkage with CVCS Accelerated Reader and our Patch Club
- Increase publicity through social networking, weekly updates of website and more frequent notices and articles in newspapers including Chautauqua Star
- Pursue more grant opportunities and seek significant donors/supporters
- Continue to explore partnerships with SUNY, JCC and other groups and agencies
- Increase after-school activities for children and teens
- Reinstitute monthly family nights i.e. STEM night
- Linkage with CVCS teachers i.e. Art Displays, History Club, Key Club
- Continue to develop website
- Have a presence at the Chautauqua County Fair (share booth with Historical Society?)
- Fundraising opportunities i.e have another Read-a-thon
- History Fair is a great opportunity to showcase the library, especially coming

right before the Annual Appeal is sent out. We could take more advantage of this opportunity. Consider having an antique appraisal event at the library that day.

- Publicize new materials monthly
- Publicize new materials and upcoming events in area newsletters (i.e. Park Church will accept submissions)
- Seek donation/grant to purchase new game system (Wii) and games. (i.e. bowling games could set up teams. Can compete with other teams online.)
- Videoconferencing
- Set up library table at school Open House with brochures and library card applications. Do Book Talks at schools.
- Add hobby groups such as Scrapbooking
- Develop early childhood literacy programming

### Threats/Challenges

- Keeping up with technology
- Lack of time
- Attrition of volunteers (i.e. Ways and Means Committee)
- Staff burnout
- Building and tech upkeep
- Transforming role of the library – need for print materials is changing; library is more of a community space.
- Multi-year COVID changes reduced school aged children’s familiarity with habit of library use

## **The Vision of Sinclairville Free Library**

**Core Purpose::**

***Building Community Through Life-Long Learning***

## Mission Statement:

The Sinclairville Free Library strives to educate, inform, and meet the needs of the people it serves. The library operates as a community center supporting lifelong learning with special emphasis on programs for children and adults.

### **C** STRATEGIC ISSUES

- *Enhance library funding streams*
  - *Strengthen Outreach*
  - *Preserve local history collection*
- *Strengthen volunteer and staff development*
- *Obtain community input regarding future library roles*

## Goals and Objectives

### **Goal #1:**

*By 2029, we will continue to enhance library funding streams by creating relationships with donors, both private and charitable, which have a stake in the local community. Work with the Cassadaga Library/ Mary Seymour Library to achieve funding through School Based Tax source*

### *List of activities include:*

- Identify private donors with the means and desire to promote the well-being of the Sinclairville community by supporting the library
- Work as a team to meet with as many area organizations/groups to explain the benefits of School Based tax for library funding
- Identify charitable groups with the means and interest in supporting the community
- Arrange for a personal approach by board members to each identified potential donor
- Explore additional grant opportunities
- Consider a CVCS Class Reunion challenge
- Maintain relationships with municipalities

## **Goal #2:**

*By 2029, the library will continue to strengthen its outreach to the chartered service area, including the Town of Gerry and Cassadaga Valley Elementary, Middle and High Schools, and other community groups.*

### *List of activities include:*

- Maintain partnership with CVCS Wellness Committee and develop programming in support of the health and wellness of the community
- Maintain programming at The Homestead and explore options for extending library services into the Town of Gerry, with input from their trustees and residents
- Bolster connection with The Wrap at Park United Methodist church to provide outreach to children in their care
- Partner with Mary E. Seymour/Cassadaga branch library staff to provide outreach activities to CVCS schools
- Provide library activities /events flyers to CVCS for distribution to parents
- Maintain communications with CVCS administrators and faculty to facilitate promotion of school and library programming to all entities and development of new programs and events. Continue to participate in Sinclairville Elementary Open House and Literacy Nights and Middle/High School events upon request

## **Goal #3:**

*By 2029, the library will continue to catalog its local history collection and make digitized materials available in an online searchable format.*

### *List of activities include:*

- Catalog library's holdings of local history books with assistance from CCLS staff
- Archive and preserve original photographs and documents with assistance from CCLS staff and the Chautauqua County Historical Society
- Partner with the Valley Historical Society to develop and maintain the library's local history collection and pursue the possibility of cataloging the museum's holdings of local history materials to be included within the library's online catalog for research purposes.
- Actively seek additional local history materials from the community to be scanned and documented to include in the library's digital local history collection

#### **Goal #4:**

***By 2029, the library will have a plan for staff and volunteer development which includes benefits, training, and reviews which make staff and volunteers feel supported and well equipped for their positions.***

#### ***List of activities include:***

- Evaluate staff benefits; especially after the School Based tax funding resolution has been achieved.
- Complete current staff reviews and establish yearly cycle for reviews
- Use the Strategic Plan to guide staff in priorities of the library
- Interview staff about their positions, looking for strengths, weaknesses, and opportunities for improvement
- Continue to provide one hour volunteer training and development sessions every 3-4 months
- Consider implementing regular meetings of standing committees of the Board

#### **Goal #5:**

***By 2025, the Board of Trustees and Library Staff will have carried out a 25 year celebration of our library building.***

#### ***List of activities include:***

- Selection of a date for the event
- Determine what the event will encompass (i.e. Light luncheon- where?, guest speaker, introduction of key guests and their role,etc)
- Memorial booklet ? Letter from Sinclairville mayor; county executive; CCLS Library Director; something from ALA
- How to send out special invitations to key guests
- Develop Committee to coordinate activities

#### **Goal #6:**

**By 2029, identify future roles of the library and implement any changes.**

#### ***List of activities include:***

- Obtain community input regarding future roles of the library
- Obtain professionals to assist with future design/direction of the library