



Round Lake Library
Strategic Plan
2019-2024

Adopted July 9, 2019
Round Lake Library Board of Trustees

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EXECUTIVE SUMMARY

Mission Statement:

The Round Lake Library delivers quality library resources and services, preserves a link to our local history and functions as a contributing partner with the Southern Adirondack Library System (SALS) in order to meet the needs of our ever changing community.

History:

The Round Lake Library is unique to the SALS system in that it is an association library, with two branches. It was chartered to service Round Lake in 1897, and the charter was expanded to include the town of Malta in 1976. The Round Lake Library has operated in Clark House, a building owned by the Woman's Round Lake Improvement Society (WRLIS), since inception, and in 2009 we partnered with the Town of Malta to lease space and open a branch in the Malta Community Center. The Town of Malta has grown tremendously in this century, and now has a population of approximately 16,000. We are open six days a week at both locations, providing a total 110 hours of library services to the town each week.

In 2013, an ad hoc committee was formed at the request of then Library Board of Trustees President, Bill Ryan, to investigate a long range plan for the library. To that end in October 2014, WRLIS hired a local architectural firm to work with the committee to create a master plan for the future direction of the library. The results of the Master Plan were shared with the residents of the village and town.

Based on responses at public meetings, it was decided to table any immediate plans to enlarge or replace Clark House library, and to continue with the two branches as is. The ad hoc committee ended, having completed its stated mission. A new ad hoc committee was formed in WRLIS to address some of the physical needs of Clark House. In addition the Library Board of Trustees created a list of goals and improvements for the Malta Branch.

During the past several years we have had many accomplishments. Policies have been updated and new ones have been created. Our collections have been thoroughly inventoried, weeded and are continuously expanded. The number of programs and level of participation at all ages has significantly increased. Our director has reorganized staff to better meet the needs of the library and its patrons. Our computers are regularly updated based on an established replacement program. Improvements to the Clark House building in both its appearance and functionality have started with plans to continue throughout the next few years. And our social media and online presence have increased with both information delivery and our monthly newsletter.

It is with this background that we move forward in developing a strategic plan that will guide us to continue to grow and serve the community of the town of Malta.

THE PLANNING PROCESS

During the winter of 2018-19 an ad hoc committee from the Board of Trustees including the library director was formed to develop the strategic plan for 2019-24. Meeting throughout the winter and spring the committee reviewed plans from other libraries similar in size to ours and reexamined a Master Plan the Board developed with community input in 2014. Given the rapid expansion of Malta in the last few years along with the subsequent expansion of usage of the library it was decided that a fresh look of our services and objectives was needed.

Sub-committees met to draft objectives and strategies for both branches of the library with an eye towards projecting and meeting the needs of our rapidly changing community. This strategic plan outlines the results of the full and sub-committee efforts to define the goals and directions for the Round Lake Library for the next five years.

ROUND LAKE LIBRARY GOALS 2019 -2024

FACILITY ENHANCEMENT

Goal:

Improve the efficient use of space in each of our facilities allowing maximum use of library resources, while providing a welcoming environment to our patrons

Key Objectives:

A. Continue renovations and upgrades at Clark House

Strategies:

1. Renovate back porch to a heated, insulated room thereby adding 110 square feet of useable library space
2. Update computer area with more efficient furniture and add soft seating for customer use
3. Improve periodical storage and display
4. Upgrade carpeting throughout the library
5. Improve circulation desk area
6. Improve lighting on first floor

B. Maximize the use of space at the Malta Branch

Strategies:

1. Add outlets where feasible for patron accessibility
2. Improve signage from exterior of building to library space in the multi-use building
3. Upgrade carpeting as needed
4. Rearrange/add moveable book shelves to increase collection
5. Work on improvements to staff areas

COMMUNITY AWARENESS AND INVOLVEMENT

Goal:

Maintain a presence in the Malta community so that all residents are aware of their library as a resource, as well as the services provided

Key Objectives:

A. Develop promotional materials and methods highlighting our programs and services

Strategies:

1. Online newsletter
2. Social media
3. Handouts
4. Mailings

B. Explore the needs of specific populations in the community

Strategies:

1. Identify outreach groups-seniors, local schools, new residents, etc. and their needs
2. Develop programming and/or collections to meet those needs

C. Collaborate with local businesses and organizations

Strategies:

1. Work to increase local business and corporate participation with the library through program sponsorships, financial support, etc

D. Increase participation and visibility at local public events

Strategies:

1. Malta Community Day
2. Local public events
3. Annual Book Sale
4. Displays

LITERACY

Goal:

Create and enhance programming and library collections that provide our community with literacy based learning opportunities for all ages

Key Objectives:

A. Promote enjoyment of literature

Strategies:

1. Improve ease of browsing and reading in the library
2. Improve online collections
3. Provide regular programming such as book clubs and author events

B. Enhance existing early literacy programs

Strategies:

1. Improve spaces, materials and collections, keeping current with best practices
2. Provide staff with professional development opportunities
3. Promote programming through multiple venues (newsletter, social media, etc.)

C. Create literacy program for adult learners

Strategies:

1. Provide staff with professional development opportunities
2. Recruit volunteers to assist with programming
3. Promote programming through multiple venues (newsletter, social media, etc.)
4. Develop writing workshops

- D. Create literacy programs across a broad spectrum of areas, including digital, STEAM (Science, Technology, Engineering, Arts, and Math) and financial for all learning levels

Strategies:

1. Provide staff with professional development opportunities
2. Recruit volunteers to assist with programming
3. Include literacy services in outreach programming
4. Develop partnerships with local businesses, organizations and individuals to provide instruction

ADDRESSING THE MALTA COMMUNITY'S NEEDS

Goal:

Identify the needs of the rapidly growing and changing population of Malta

Key Objective:

- A. Engage Malta residents to determine their usage of and vision for library services at the Malta branch

Strategies:

1. Identify populations, mechanisms, and venues for engagement that will provide a comprehensive picture of how this community uses its library and the services residents think the library should provide
2. Solicit community opinions about:
 - Physical improvements
 - Resources
 - Programming

FUTURE POSSIBILITIES FOR THE MALTA BRANCH

Goal:

Lay the ground work that will allow the board to ensure this dynamic community's future library needs

Key Objective:

- A. Identify the elements of this community's library priorities and long-term needs

Strategies:

1. Ensure outreach and gathered data are comprehensive and on-going
2. Evaluate present usage and resources against the data gathered and identify areas for improvement
3. Identify short term and long-term options to facilitate the planning and implementation of library's services in this community

NEXT STEPS

By adopting this Strategic Plan the Board of Trustees and the Library Director affirm the document and agree to work toward its implementation. The Strategic Plan will be made publicly available on the Round Lake Library's website (www.roundlake.sals.edu). A plan of action to address the key objectives will be developed at trustees meetings. In addition, the Strategic Plan will be an ongoing agenda item in order to regularly assess our progress toward accomplishing our goals. The library director's annual review will also include consideration of the steps taken to meet this end. The Woman's Round Lake Improvement Society (WRLIS) will be updated at their monthly meetings.