Fulton Public Library Strategic Plan

2022-2026

EXECUTIVE SUMMARY

The Fulton Public Library Strategic Planning process took place in early 2022. The committee conducted community focus groups and sought input through questionnaires to Staff, Trustees, School-Age Children, and Patrons. The information aided in the development of this plan.

MISSION STATEMENT

The Fulton Public Library promotes literacy development, community connection, and lifelong learning through equitable access to information and services.

VISION STATEMENT

The vision of the Fulton Public Library is to be a cultural hub and essential resource in the community.

Remember SMART goals are **Specific, **M**easurable, **A**chievable, **R**ealistic, and anchored within a **T**ime Frame**

CORE VALUES, GOALS and STRATEGIES

The following core values have been identified. Each is followed by a goal and specific strategies to help achieve these goals:

1. **Continue to expand community services, participation, and awareness throughout the entire service area**

   GOAL: Build relationships with local government, community organizations, local schools and colleges, families, and community leaders.

   STRATEGIES:

   - Seek out and facilitate meetings with **6 new organizations/contacts** per year to collaborate
     - Success will look like: at least **3 new programs/services** hosted/added because of these meetings
   - Hold one community focus group per year (look at community locations (senior centers, schools, service/church groups, etc.)
     - Make questions more community based rather than library based

- If feasible, director will join a service organization such as Rotary

GOAL: Increase awareness of library services and programs through library webpage, social media, local news, and print resources (newsletter).

STRATEGIES:

- Create a schedule of social media posts that keep our patrons and community up to date on library without saturating our page with too much information
- Create an online survey to distribute to community that addresses needs and gaps in services
- Conduct at least **1 outreach visit per month** (schools, farmers market, city events, etc.)
- Send out newsletter at the same time every month (or quarterly, if more feasible)
- Director will begin a more regular submission of their article to the Valley News (*Getting a Read on the Fulton Public Library*). Director will **submit an article at least once per month**.

GOAL: Continue to explore ways to expand library presence safely in the community: providing library materials to the elderly, Little Libraries, Friends of the Library, story times at local Pre-K programs, and virtual programming.

STRATEGIES:

- Reach out to schools/literacy coordinators at least twice per year: once for summer reading and once at beginning of year to organize visits to the schools
- Assign volunteers or trustees to check the status of little free libraries once per month and re-stock if necessary
- Add two new little free libraries over the next five years
- Recruit members for FOL and plan at least 1 fundraising initiative with them

GOAL: Advance Digital Literacy in the Community.

  - Measures for these goals are often recorded in meeting minutes and Director's reporting

STRATEGIES:

- Continue to update technology and digital resources
  - Ongoing work in progress
- Provide on-going training and education for digital resources
- Continue to seek grant opportunities like the current digital literacy program
- Collaborative outreach bringing digital resources (Chromebooks/Ipads) to community locations such as Senior Centers, YMCA, etc.

- Find ways to involve students in FCSD and continue to connect with District Technology and Literacy administrators
- Provide FPL links via QR codes in community locations

2. **Continue to develop and maintain a library collection that fulfills the mission of the Fulton Public Library**

GOAL: Enhance and organize collections based upon patron needs and information seeking behaviors.

STRATEGIES:

- Improve discoverability through the refining of collections, material types, and the curation of physical and digital displays
    - Develop a plan for evaluating and updating children, youth and adult collections
    - Create a schedule and plan for the creation and maintenance of staff-curated virtual lists, digital displays, and physical materials displays, that highlight specific topics, cultures, programs, celebrations, and collections

GOAL: Grow and adapt the library collection to better reflect Fulton Public Library's community culture and interests.

STRATEGIES:

- Increase the usage of foreign language materials
    - Identify foreign language needs of the community
    - Make fiction and non-fiction materials and resources available
- Improve the materials and resources that address -the needs of people with disabilities
    - Identify the needs of people with disabilities
    - Make aids and resources available to people with disabilities

GOAL: Enhance the selection of materials using predictive analytics and current processes to streamline materials selection while improving access to materials that are not included in the library's collection.

STRATEGIES:

- Improve the average circulation of materials to 10 checkouts per year by the end of FY 2026
- Leverage predictive analytics during selection to improve purchasing choices with the goal of reducing the number of new items that do not check out within the first year
- Analyze usage data annually to reallocate the materials budget from underperforming subject areas and formats to fill needs in higher demand areas

3. **Address the Carnegie Building Limitations**

GOAL: Clarify landlord (City of Fulton) and Tenant (FPL) role in building care.

STRATEGIES:

- The present lease stands until 2035. Trustees should be in discussion with the City on how to move forward as this date approaches
    - Develop a Semi-Annual/Annual agenda for Grant and Finance Committees
    - Committe minutes would provide data for success
- Establish a PARTNERSHIP approach.
    - Work with the City to make modifications or renovations when possible
    - Show awareness of City finances and communicate ways FPL supports costs of certain building modifications or renovations

GOAL: Continue to improve and update the library interior.

- Provide safe and handicap accessible exits on each floor
- Provide more seating/gathering spaces on main floor
    - Seek design recommendations

GOAL: Work with the City to explore historical preservation initiatives.

STRATEGIES:

- Explore with grants
- Collaborate with the Pratt House when possible, for grants that benefit both organizations
    - Minutes would provide data for success

GOAL: Explore ways to expand the footprint of the library beyond the Carnegie Building (annex, satellite, etc.).

STRATEGIES:

- Continue to watch for available properties that may be suitable
    - The opening of an annex or satellite building would provide a measure of success

3. Increase Library Membership and Participation

GOAL: success to be reviewed and recorded bi-annually by the LRSP Committee.

STRATEGIES:

- Provide a physical and/or virtual presence via community networking
- Increase library patron activity.

    - build on the staff-patron rapport that is so appreciated by patrons
    - Through in-person borrowing and online (Hoopla, Libby, Interlibrary loan, etc.)
    - Program participation in-person and virtually
    - Library webpage, social media, newsletters (email and physical)
        - These measures are often found in Director's Report to the Board of Trustees and/or in the Annual Report to NCLS
- pass out book marks, brochures, announcements at local events such as Tree Lighting, Farmers Market, Book Sales
    - A tally of printed materials and sales generated is a way to measure this
- Activate Friends of Library and tally attendance and participation
    - As recorded in FOL minutes
- Collaborate with and participate in community events
    - Also part of the monthly Director's report
- Continue to attend and report at Common Council meeting
    - recommend quarterly or bi-annually attendance and/or in local news media every month

4. Develop membership opportunities and connection opportunities

STRATEGIES:

- Friends of the Library
- meeting calendar and minutes
- raffles and fundraisers, Library Gala
- Capital Campaign and FOL minutes
- sales of library novelty items (caps, T-shirts, ornaments)
- library books sale days
    - reflected in financial reports of FOL/FOL
    - Calendar item/Director's report

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Director **Date** **Committee Chairperson** **Date**