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Acknowledgements

The Long Range Plan was developed through a collaborative planning process that included involvement from a variety of library and community stakeholders. The Webster Public Library’s goal is to offer a variety of experiences, spaces, and resources that grow with our community and inspire lifelong learning. This plan signifies the library’s commitment to that effort by identifying several short- and long-term goals that anticipate the changing needs of our community over the next three years and how best to meet those needs. The Board of Trustees will consider the recommendation made by the committee.

To facilitate the process and oversee the plan’s development, a Long Range Planning Committee was convened. Members of the committee contributed their time, energy, and perspectives to create a plan that will guide the library’s future direction and efforts. The Library Board of Trustees would like to thank everyone who participated in this endeavor.

Committee Members:

Terri Bennett, *Library Director*  Robyn Incardona
Tony Hubbard, *Board of Trustees President*  Peter Knapp
Julieann Angie  Shana Lynott
Sarah Brown  Terry McCarthy
Mary Carlin  Erin Moshier
Amy Crumley  Rick Taddeo
Sarah Dennison

About the Library

The Webster Public Library is a municipal public library chartered by the New York State Education Department to provide library service to the residents of Webster.

Operational funding is provided through the Town of Webster. The Board of Trustees works with the Town Board through the annual budget process. This organizational structure helps to ensure that the public library meets the needs of the community and that the services and programs reflect a wise investment of taxpayer dollars.

The Webster Public Library is guided by the work of three independent, but inter-related, organizations.
The Board of Trustees is a seven-member volunteer board that oversees and governs the library's operations, staff, and finances as required by New York State Education Law.

The Friends of the Webster Public Library is a non-profit, volunteer group committed to advocacy and fundraising to expand programming and offerings for all library users. Their efforts enhance and expand the library's role in the community.

The Webster Library Foundation solicits public and private funds that build the library's endowment for special projects and undertakings not supported by taxpayer money. The Foundation collaborates with the Board and staff to determine how Foundation funds will be utilized.

**Planning Process**

The library’s long-range planning process was designed to capture the ideas and feedback from diverse stakeholders. SWOT (strengths/weaknesses/opportunities/threats) analyses was conducted by several groups: WPL Board of Trustees, WPL Friends, Staff, and the Long Range Planning Committee.

**Recommendations**

**Short-Term Priorities**

**Customer Service**

**Goal:** Create and enhance a positive organizational culture that maximizes staff resources and builds on individual and collective strengths

**Action:** Develop short- and long-term plans for individual skill building

**Action:** Engage in ongoing staff development to address identified customer service gaps

**Action:** Create a highly visible suggestion box encouraging patrons to offer any suggestions

**Space/Environment**

**Goal:** Balance maximization of large space with a comfortable, inviting atmosphere

**Action:** Create a committee to review space usage, make recommendations, and reinforce creativity with thematic displays
**Action:** Continue collaborations with community organizations to highlight artwork, displays, and information

**Action:** Visit nearby libraries (Penfield, Fairport, Irondequoit) to look for ideas that will make our library more comfortable and inviting

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**Friends of the Library**

**Goal:** Maintain and enhance existing partnerships while assisting Friends with sustainability and growth

**Action:** Friends and library staff will meet to discuss how to promote new membership

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**Community Connections**

**Goal:** Strengthen and broaden outreach

**Action:** Improve relationship with Town Board and Supervisor by personalizing library services to capture their interests

**Action:** Collaborate with Webster Central School District librarians and teaching staff to better capture youth participation

**Action:** Further develop cooperative relationships with community service providers and cultural groups by increasing our programming & partnerships with them

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**Diversity & Inclusion**

**Goal:** Reaffirm our commitment to being an inclusive and welcoming library for all, which aligns with our brand personality goals

**Action:** Review collection development policy, staff development training, and programming to ensure systemic and ongoing effort to be welcoming for all

**Action:** Remove barriers to library services by creating a plan to be fine free for all youth materials by 2023
**Marketing**

**Goal:** Increase awareness of library services in the community

**Action:** Social media team will create a marketing strategy to improve our communication with the community

**Action:** Use 2020 Census data to explore the demographics of current nonusers and the reasons they do not use the library

**Action:** Investigate adding a larger sign on the corner of Hard Road and Van Ingen Drive

**Programming**

**Goal:** Broaden reach in the community

**Action:** Create a programming survey to help staff understand what the community wants and adjust programming as needed

**Long Term Priorities**

**Facility**

**Goal:** Plan for the future financial sustainability of the library

**Action:** Board of Trustees should partner with community leaders to begin identifying options for the end of the current lease

**Action:** Define library space needs in terms of seating, workspace, meeting room(s), and collection

**Action:** Prepare a business case rationale for messaging statements to the community to build greater support for the library building space needs

**Action:** Maintain current facility with safe, comfortable, welcoming spaces
Funding

**Goal:** Expand and increase funding to meet the changing needs of the community

**Action:** Benchmark with other libraries with data analysis

**Action:** Expand fundraising efforts in collaboration with the Friends and Foundation to secure alternative funding

**Action:** Research grant opportunities

Next Steps

This report will be submitted to the Board of Trustees and will act on the report’s recommendations as it sees fit. The library staff will formulate a work plan to accomplish the goals directed by the Board. The ultimate goal is to create an enduring, sustainable institution and facility that will be viable, vital, and visible for generations to come. The Director will report on the progress over the ensuing three years.
Appendix A: Fast Facts

Mission

We enhance our community’s intellectual and creative pursuits by providing expertise in combination with an eclectic collection. We are committed to providing the highest quality of service at the greatest value in a comfortable and inclusive environment.

Fast Facts

Building: (2nd largest public library in Monroe County). This is a leased facility, not town owned property. The referendum to renovate went to a public vote held in 2001. The vote was 1,216 vs. 231. The cost to renovate was less than $2,000,000. Major renovation in 2016 paid primarily by Alan Gindi, owner, to place our entrance to the rear of the plaza.

Holdings: 251,706 (print and non-print)

Materials budget: $57,097 (2020)

(books/magazines/music cds/books on cd/dvds/e-books) – all ages

2020 budget: $2,224,134

Employees: 63 (10 FT)

Programs: Children’s: 409, attendance: 22,803

Teens: 55, attendance: 1,163

Adult: 256, attendance: 2,503

Door count: 245,657

Circulation: 683,533

Reference questions: 23,339

Computer usage: 20,745 – this does not reflect in-house wi-fi usage

Minimum weekly hours: 56

Days open: 316

Resident registered borrowers: 35,107 (Population of Webster: 44,878)

Non-resident registered borrowers: 332 (Out of county borrowers pay $20 annual fee)