



MANLIUS LIBRARY STRATEGIC PLAN 2021-2026

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Planning Summary

Input for the strategic plan was gathered throughout 2020 through a public survey, a staff survey, and discussions with the staff and Board of Trustees of the Manlius Library. Due to disruptions due to the coronavirus pandemic, the strategic plan was put on hold until the winter of 2020-2021 and was largely conducted remotely. This plan will be reevaluated by the planning committee annually to assess progress and continued applicability and to enhance with additional actions. Progress against the plan will be reported as part of the Director's Report at Board Meetings.

Mission

To enrich lives by empowering people, inspiring ideas, and building community.

Vision

Manlius Library aspires to be a welcoming community center of knowledge, discovery, and opportunity with free and open access to all.

Beliefs

1. Manlius Library will be a community center providing free and equal access for all. Our facilities and services will be designed with the diverse needs of our entire community in mind.
2. We will empower people with the tools, services, and resources they need to create opportunities for themselves. We will serve as a platform for the exchange of ideas and information, facilitating knowledge-sharing throughout our community.
3. We recognize that stories have the transformative power to change lives, and that ideas can change the world.
4. In this rapidly changing world, we are committed to growing and adapting to change. We will support this evolving environment by offering updated services, modern facilities, current technology, and relevant training opportunities for our staff, volunteers, and patrons.
5. We believe in the importance of respect for oneself, each other, and our mission.

Personality

1. Our environment is user-friendly, welcoming, and respectful
2. Our staff is knowledgeable, professional, and dedicated
3. We are proactive, flexible, enthusiastic, and inspiring in the delivery of our services

Manlius Library SWOT Analysis

Strengths

1. Staff is friendly, welcoming, and customer-service oriented
2. Staff is professional and knowledgeable
3. Facilities are secure, accessible, and attractive
4. Collections are offered in a variety of formats, including digital and physical
5. Strong digital materials and services selection
6. Strong popular programming
7. Centrally located with extended operating hours

Weaknesses

1. Lack of community awareness of services the library provides
2. Physical plant is aging, e.g. HVAC system, windows, lack of outlets
3. Building lacks sufficient space for community groups to utilize
4. Library doesn't always connect resources with the clients who might need them the most
5. Inconsistent program offerings during the weekends and evenings

Opportunities

1. Embrace sustainability of funding, facilities, community, and environment
2. Increased focus on accessibility of programs, collections, and services.
3. Expanded programs, collections, and services for a diverse community.

Threats

1. OCPL funding and system services
2. Reduction in income due to economic factors impacting community, decreasing donations, decrease in NYS aid, and temporary cessation of book sales and café sales
3. Return of patrons to in-person library services post-pandemic

Goals

Accessibility

Purpose

To increase accessibility of physical and digital library resources, allowing for greater use by the community for users of all abilities and availabilities.

Action Steps

1. Deploy a mobile app to increase accessibility of library resources
2. Continue fine-free borrowing and auto-renewal post-pandemic
3. Develop guidelines for website and social media accessibility
4. Evaluate website and social media for accessibility and make modifications
5. Investigate feasibility and cost for additional outlets and charging stations
6. Investigate software for adding closed captioning to recorded programming
7. Use lessons from pandemic closure to develop and deploy robust flexible programming to meet the varying needs of our community members
8. Evaluate mechanisms for continued curbside pickup and alternate delivery mechanisms for physical materials in a post-pandemic environment
9. Evaluate book drop location and consider alternatives
10. Evaluate and implement additional digital resources for community while evaluating use of current resources

Measurement

Measurements of progress will include:

- Use of mobile app
- Circulation and collection metrics (including items not returned, length of checkouts)
- # of accessibility issues addressed in online presence
- Use of potential new charging stations/outlets
- # of recorded programs where closed captions are added
- Attendance/participation in non-traditional programming
- Participation in non-traditional material physical material deliveries
- Use of electronic resources

Diversity

Purpose

To ensure our collections, programs, and services meet the needs of our diverse community while encouraging global citizenship.

Action Steps

1. Inventory of current collection
2. Diversity audit of current collection
3. Establishment of target diversity metrics for collections
4. Focused purchasing of quality diverse resources to meet targets
5. Genre and format audit of current collection
6. Establishment of genre and format targets
7. Focused purchasing to meet genre and format targets
8. Monitoring of targets for collection diversity, format, and genre targets
9. Investigate alternative methods of marketing physical collections
10. Evaluate current program mix of subject, audience, and format
11. Develop plan for programming diverse in subject, audience, and format
12. Deploy new targeted programming
13. Monitoring of targets for programming

Measurement

Measurements of progress will include:

- Performance against diversity targets in collections
- Performance against genre and format targets in collections
- Performance against programming targets
- Circulation of collections
- Programming attendance

Sustainability

Purpose

To proactively address the sustainability of the library, the local community, and the environment

Action Steps

1. Investigate mechanisms for having an energy audit performed on the library
2. Develop long-term plan for maintenance upgrades to the facility
3. Investigate job and training resources for the community to support economic recovery
4. Support local businesses through outreach events and collaborative programming
5. Reduce purchase of non-environmentally friendly prizes for SRP 50% each year
6. Investigate alternatives for the café that reduce non-recyclable plastic
7. Evaluate % of supply purchasing from local businesses and look for opportunities to increase

Measurement

Measurements of progress will include:

- Completion of planning and investigation milestones
- Reduction in energy usage
- Job-focused program attendance and service use
- # of collaborative events with local businesses
- % reduction of non-environmentally friendly prizes for SRP
- % reduction in use of non-recyclable plastic for café
- % increase in purchasing of supplies from local businesses