

LOCKPORT PUBLIC LIBRARY

STRATEGIC PLAN 2021-2026



23 East Avenue
Lockport, New York 14094
LockportLibrary.org

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A Letter from the Executive Director:

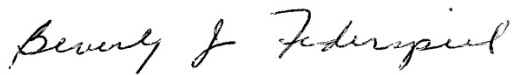
With respect for our community and pride in the library's 127-year legacy, I am pleased to present the Lockport Public Library Strategic Plan for 2021-2026.

The plan is the culmination of efforts on the part of community members, our staff, survey respondents, the advisory committee, and the Library Board of Trustees. The values of service and professionalism were fundamental to the planning process, and these values will continue to influence the plan's implementation.

The Lockport Public Library Strategic Plan will be the framework which will guide the library over the next five years. Although some ideas are lofty and may not be attainable in this new climate we find ourselves, none the less, they will remind us of where we want to be in the future. The Strategic Plan will help direct our actions as we make difficult decisions in the coming years.

A special thank you to the advisory committee! They took time out of their busy lives to help ensure a strong future for the Lockport Public Library. It is much appreciated.

Sincerely,

A handwritten signature in cursive script, reading "Beverly J. Federspiel".

Beverly J. Federspiel
Lockport Public Library

Executive Summary

The Strategic Plan's goals and objectives are based upon feedback from community members from interviews and survey instruments. Data gathering activities indicated that community members rated the Lockport Public Library's staff, programs, collections, and services highly. Respondents felt the library would benefit from increased public awareness/publicity of all the library has to offer, more use of social media and email blasts to share that information and more focus on digital services. Some interest was also shown in an off-site library locker to expand the library's reach into the community. Participants also highly valued the library's collaborative efforts with other organizations. With the Corona Virus Pandemic to consider, the importance of these items appears to be underscored.

Acknowledgements

The Advisory Committee was an integral part of the planning process. Beginning in December 2019, the group first met to provide input on the path forward including reviewing the library's Mission and identification of the library's strengths, weaknesses, opportunities, and threats (SWOTs). The Committee provided guidance on what to include in the various survey instruments, where they could be administered, and reviewed and commented on the draft of the Strategic Plan via email prior to its finalization.

Gratitude and appreciation for their time and enthusiasm is extended to the members of the Advisory Committee including Craig Bacon, Jeanine Chatt, Elizabeth DesJardins, Sue Glynn, Jan Jordan, and Dana Stefanko.

The planning process would not have been possible without the support of the dedicated members of the Board of Trustees of the Lockport Public Library:

President: William J. Watson

Vice President: Nancy Kasprzak-Whitmore

Secretary: Marc Smith

We also wish to thank the library staff, patrons, and the Lockport community for their participation and generous efforts in the planning process.

Methodology

Objectives

The objective of the strategic planning process was to involve the community in the process for planning for the future of the Lockport Public Library. Input from residents and staff would be used to prioritize programs, services, and other needs of the library as well as to identify challenges and their possible solutions. After the data from the activities outlined below was collected, it was used to develop a plan to address the needs for the future.

Advisory Committee

A 7-person Advisory Committee consisting of the Executive Director, staff, patrons, and members of the Friends of the Library group met in-person to review the library's Mission and perform a SWOT Analysis. The Advisory Committee represented a broad spectrum of community and provided input representing different age groups, interests, and affiliations. The Advisory Group also provided feedback throughout the planning process.

Review Process

The Executive Director and Advisory Committee members reviewed the various processes and the results throughout the development of the Strategic Plan. These parties took the time to review and comment on the proposed survey questions and drafts of the Strategic Plan offering their insights and experiences, making meaningful changes to the process and to the plan itself.

SWOT Analysis

Two Strength, Weakness, Opportunity, Threat (SWOT) Analysis sessions took place in November and December of 2019. Staff, patrons, and members of the Friends of the Library attended either one of the two meetings. At these meetings, participants identified and prioritized items in each of the SWOT categories.

Patron Interviews

Four Lockport residents who are also active patrons of the library were identified by the Executive Director and interviewed in December 2019 and January 2020. The patrons also represented a wide range of interests, ages, and experiences. These individual interviews with patrons provided them an opportunity to critique the SWOT findings, review the Mission

Statement, provide input for survey questions and topics, and to answer a number of questions concerning their opinion regarding the future needs of the Lockport Public Library.

Community Surveys

Surveys were conducted in February and March of 2020. Three survey versions were administered to collect input from community members and library staff. A Community Survey was available online and on paper at the library and in-person surveys were solicited at various locations in Lockport. In-person survey activities were cut short in mid-March due to the Coronavirus Pandemic. The online Community Survey was advertised in the Lockport Journal, using targeted ads on Facebook, with announcements on the library's website and Facebook page, on the Town of Lockport's website, on posters at the library, placards at library computer stations and via email invitations. A total of 352 surveys (320 Community Surveys and 32 In-person surveys) were completed.

Mission, Goals & Objectives

Mission:

The Lockport Public Library seeks to be the first place the community thinks of for information and insights: a physical and virtual “Community Hub” by:

1. Sharing and Promoting Library Programs and Services
 - Expand the use of social media platforms to share news about the library.
 - Increase the use of traditional and social media platforms to inform the community about upcoming programs, new materials, and services on a routine basis.
2. Growing and Engaging Patrons
 - Collect patron emails on a voluntary basis to share the library’s collections, programs, and services, etc. via an email newsletter.
 - Identify programs and services for specific target audiences and share these via print media, email newsletters, social media and the website.
3. Community Connections to Resources and Services
 - Promote lifelong learning through access to quality collections, programs and technology.
 - Explore partnerships and opportunities for collaboration with community groups and organizations.
4. Providing Access to the Digital World
 - Provide the community access to the latest Internet, software, social media, and technology resources.
 - Offer technology classes and programs to support and enhance technology skills for all ages and skill levels.
5. Offering Quality Lifelong Learning Resources
 - Residents will have the resources they need to explore topics of personal interest and growth.
6. Increasing Opportunities for Community Support
 - Provide opportunities for support from groups and individuals to keep the library a vibrant and up-to-date community resource.



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