

Walworth-Seely Public Library

Strategic Plan

2023 - 2027

Mission: To build community as we engage, educate and enrich the lives of our patrons.

Vision: Provide a safe and comfortable place where all are welcome and encouraged to create, connect, and discover.

Core Values: The following six core values guide all library decisions and activities.



Strategic Areas of Focus:

Walworth-Seely Public Library will be focusing on the following strategic areas over the next 4 years.

**Stable Funding
&
Support**

**Strengthening
Community
Relationships**

**Community
Engagement**

Strategic Area #1: Stable Funding and Support

Securing reliable funding and support will allow the library to effectively serve the community into the future. Establishing long term financial stability beyond a single budget cycle is paramount.

Key Personnel

WSPL Board of Trustees
Library Director
Library Staff
Youth Services Specialist

Key Partnerships

Walworth Town Board
OWWL Library System
Wayne County Board of Elections
Friends of WSPL & Volunteers

Key Resources

Education Law §259, Chapter 414
"Municipal Ballot Votes for Library
Funding in NYS" guide

Year One: Educate & Establish (2023)

- *Library Board* will determine desired budget for 2023 referendum
- *Library Board* and *Director* will converse with *Town Board* regarding services & funding, and request a statement of support from the *Town Board*
- *Library Director* will communicate with *Board of Elections* to ensure proper procedures are followed throughout process
- *Library Board*, *Friends of WSPL* and *Volunteers* will obtain required signatures to place 414 referendum on November 2023 ballot
- *Library Director* will develop FAQ sheet and webpage regarding 414 funding
- *Library Board*, *Director*, and *Staff* will educate community as to the benefits of 414 status
- Election to be held in November.

Years Two & Three: Implement (2024-2025)

- Complete transition to 414 status and funding
- *Town of Walworth* will collect taxes on behalf of WSPL as approved by the voters.
- *Library Board* will evaluate if referendum is needed on an annual ballot. If so, *Library Board*, *Director*, *Staff*, *Friends of WSPL* and *Volunteers* will repeat steps involved in the petition and education processes.
- *Library Board* will continue to build relationship with *Town Board*
- *Library Director* will research community demographic and growth projections
- *Library Director* will hire new staff position (*Youth Services Specialist*) to help implement new services and continue to grow existing programs.

Revenue:

Determined by the voters of the Town of Walworth annually

Years Four & Five : Utilize & Evaluate (2026-2027)

- *Library Director*, *Youth Services Specialist*, and *Staff* will adjust programs, collections, and hours based on funding, attendance and community feedback
- *Library Director* and *Library Board* will conduct a community survey to assess current offerings as well as community needs to help plan for the future
- *Library Board* and *Library Director* will utilize positive relationship with *Town Board* to present a unified, mutually supportive front to the community.
- *Library Board* will continue to evaluate if referendum is needed on an annual ballot. If so, *Library Board*, *Director*, *Staff*, *Friends of WSPL* and *Volunteers* will repeat steps involved in the petition and education processes.

Costs:

Staff Time - Educational Campaign, *Library Director* planning & implementing
Advertising - Legal Notices, printing fliers

Petitioning - All Volunteer

Strategic Area #2: Strengthening Community Relationships

Presenting a unified front to the community will bolster optics for both the Town of Walworth and Walworth-Seely Public Library. Researching and utilizing 'atypical' community and county resources will allow the library to present more diverse offerings and reach non-library users at other venues

Key Personnel

WSPL Board of Trustees
Library Director
Library Staff
Youth Services Specialist

Key Partnerships

Walworth Town Board & Dept Heads
Community Organizations
Friends of WSPL

Key Resources

Town Comprehensive Plan
Community Interviews

Year One: Build & Eclipse (2024)

- *Library Board and Director* will conduct interviews with *Town Board* members and *Town Department Heads* to better understand their organizational needs & goals, and find ways the library could help reach these goals
- *Library Director and Library Board* will conduct *Community Interviews* with *various groups, homeschoolers, school districts, etc*
- *Library Director, Youth Services Specialist and Staff* will bring the library to the community by bringing the book bike to the *Farmer's Market, Town Festivals, parades etc.*
- *Library Director, Library Board, Town Board and Parks Dept* will work with *Eagle Scout* candidate to start a community garden.
- *Library Director, Youth Services Specialist, and Staff* will collaborate with *Recreation Dept* to host a town wide *Total Eclipse Party* in *Ginegaw Park* on *April 8, 2024.*

Years Two & Three: Strengthen (2025-2026)

- *Library Board and Director* will continue to build relationships and collaborate with *Town Board* members and *Town Department Heads* based on interview findings from *Year One*
- *Library Director, Youth Services Specialist and Staff* will bring the library to the community at *Town events*
- *Library Director and Board* will establish ways to invite community use of library space (tutoring, meetings, etc)

Year Four: Sustain & Expand (2027)

- *Library Director, Youth Services Specialist, and Library Staff* will continue library presence at community events, expand as available
- Continue building relationships and communicate openly with *Town Board and Depts*
- Continue building relationships and programs with local organizations like *Walworth Historical Society, Lions Club, Scouting groups, Homeschooling groups and others*
- Continue building relationships and programs with *County-wide* organizations like *Wayne County Cooperative Extension, etc*

Costs:

Staff Time & Mileage
Advertising
Program Materials
Community Garden (donated)

Revenue:

Request sponsorship from
Friends of WSPL as needed

Strategic Area #3: Community Engagement

Connecting with library patrons, creating relationships with non-library users, inspiring life-long learners and discovering the next generation of library advocates are all crucial to the future success of our library. Developing relationships with community and county organizations will allow expanded offerings.

Key Personnel

WSPL Board of Trustees
Library Director
Library Staff
Youth Services Specialist

Key Resources

Community Surveys
Community Organization
Interviews

Key Partnerships

Walworth Historical Society
Walworth Lions Club
Wayne Co. Cooperative Extension
Boy Scouts & Girl Scouts
Gananda & Wayne School Districts
Local Homeschooling Groups
Local Businesses
Friends of WSPL

Year One: Evaluate & Inquiry (2024)

- *Library Director* will evaluate current programs to determine how well offerings are meeting community needs
- *Library Director* will hire new staff position (*Youth Services Specialist*) to help implement new services and continue to grow existing programs.
- *Library Director, Youth Services Specialist and Staff* will bring the library to the community at the Farmer's Market, *Lions Club* Festivals, parades etc.
- *Library Director and Library Board* will develop and distribute general community survey
- *Library Director and Library Board* will work with *Eagle Scout candidate* to start a community garden.
- *Library Director and Youth Services Specialist* will research ideas for additions to the library's current services and program offerings based on community interest, needs, and local/national library trends.

Years Two & Three: Implement & Branding (2025-2026)

- *Library Director* will adjust offerings based on Year One evaluations
- *Youth Services Specialist and Staff* will increase library presence at community events.
- *Library Director* will establish recurring programs with organizations like *Walworth Historical Society, Wayne County Cooperative Extension, local businesses, etc*
- *Library Director and Youth Services Specialist* will develop programs and outreach in collaboration with the school districts, with a focus on creating programs for teens
- *Library Board and Director* will create a list of projects that could potentially be implemented by *Eagle Scout or Gold Award candidates*
- *Library Staff* will brand Otis the Tortoise as the face of WSPL in advertising and merchandise

Year Four: Sustain & Expand (2027)

- *Library Director, Youth Services Specialist, and Library Staff* will continue library presence at community events, expand as available
- *Library Director and Youth Services Specialist* will evaluate current programs and services and adjust or implement new as needed.

Costs:



















Staff Time & Mileage
Advertising
Program Materials
Speaker Honorariums
Community Garden (donated)

Revenue:















Request sponsorship from Friends of WSPL as needed

Strategic Plan Timeline












2024

-    Hire Youth Services Specialist to help implement new services and continue to grow existing programs
-  Complete transition to 414 Status
 - Remove 259 School District ballots from Wayne and Gananda
 - Request annual tax revenue from Town after collection
-  Evaluate if referendum is needed on 2024 Ballot
 - If yes, Board must determine budget ask, complete petition process, run educational campaign
-   Research community demographic and growth projections
-  Conduct Interviews with Town Board and Department Heads
-   Conduct Community Interviews with school districts, homeschool groups, & community organizations
-   Increase outreach events attended
-  Complete Community Garden project with Eagle Scout and 1st year of planting & programs
-  Co-host community wide Eclipse Party in Ginegaw Park with Town Departments
-  Evaluate current program offerings
-   Conduct Community Survey regarding programs & services
-  Research ideas for additional programs and services based on community interest and needs

2025 - 2026

-  Evaluate if referendum is needed on 2024 Ballot
 - If yes, Board must determine budget ask, complete petition process, run educational campaign
-   Research community demographic and growth projections
-   Continue to build relationships with Town Board & Departments, looking for ways to collaborate
-   Continue to be a presence in the community through outreach events
-  Establish ways to invite community use of library space
-   Adjust program offerings based on Year One evaluation, community surveys, and funding
-  Establish recurring and standalone programs with partner organizations based on Community Interviews in Year One
-  Develop programs and outreach opportunities with both school districts, with an emphasis on reaching teens
-  Draft a running list of projects and/or program ideas that could potentially be implemented through community partners, service projects, grant funding, etc
-  Draft a running list of projects and/or program ideas that could potentially be implemented through community partners, service projects, grant funding, etc

2027

-   Adjust program offerings based on community interest, needs, and funding
-   Conduct Community Survey to assess current offerings as well as community needs to help plan for the future
-  Evaluate if referendum is needed on 2024 Ballot
 - If yes, Board must determine budget ask, complete petition process, run educational campaign
-  Extend community relationships and outreach to organizations at the county-wide level
-   Continue to be a presence in the community through outreach events
-    Utilize strong community relationships and open community with Town Board, Depts, community groups, school districts, etc to better serve our community