



Strategic Plan

2024 – 2026

Planning Summary

The following Strategic Plan was designed by collaborating with the Board of Trustees, the Executive Director, library staff, and the OWWL Library System. This Strategic Plan provides the framework to meet the identified needs through a public survey of the Geneva community over the course of the next three years, from January 2024 through December 2026.

Mission Statement

The Geneva Public Library provides a wide range of programs, services, and materials, emphasizing current titles and technologies for all ages in our community that encourage literacy, enrich lives, and create lifelong learners.

Goals

Through the Strategic Planning process, five priorities were identified as essential to the growth of the Geneva Public Library. These priorities include:

- 1. Expand Library Services for and to Underserved Users**
 - a. Spanish-Speaking, LGBTQI+, other Residents
 - b. Differently Abled Library Users
 - c. Potential Library Users
- 2. Engagement with the Community**
 - a. Publicity
 - b. Outreach, Collaboration, and Partnerships
- 3. Grow Library Programming for all Ages and Interests**
 - a. Adult Education Classes/Workshops
 - b. Continue Children/Teen Programming/Events
- 4. Library Facility Infrastructure and Layout Improvements**
 - a. Assess Future Library Facility and Mechanical Utility Needs
- 5. Sustainable Library Initiatives**
 - a. Complete the Sustainable Library Initiatives Certification Program
 - b. Provide Sustainability-Focused Workshops, Programs, Resources, and Information

PRIORITY ONE: Expand Library Services for and to Underserved Users

- a. **Action Step One:** Spanish-speaking, LGBTQI+, other Underserved Residents

Description: Develop and Promote library services and programs for underserved residents

Implementation:

- Visit local agencies, organizations, and businesses that serve predominantly Spanish-speaking. LGBTQI+, other residents
- Library presence at specific events
- Development and placement for Spanish and LGBTQI+ collection

Who: Bilingual Clerk and Outreach Committee

Frequency: Review annually

Metric:

- Attend at least two applicable outreach events
- Host at least six programs each year
- Increase Spanish and LGBTQI+ collection circulation by 3-5% each year

- b. **Action Step Two:** Differently Abled Library Users

Description: Explore ways for differently abled residents to utilize the library

Implementation:

- Audit of library facility for ADA compliance and differently-abled friendly equipment, layout, and services
- Audit website for ADA compliance

Who: Executive Director, collection development staff

Frequency: Review annually

Metric: Post review and implementation of changes/improvements public survey

- c. **Action Step Three:** Potential Library Users

Description: Make purposeful efforts to reach current and future potential library users

Implementation:

- Develop innovative services, programs, and collections targeting various topics to attract potential library users
- Target media sources to reach potential library patrons

Who: Marketing Clerk, Executive Director, Outreach Committee

Frequency: Review continuously

Metric:

- Evergreen statistics (overall checkouts of all materials, including digital) increase by at least 2% each year
- Program attendance increased by 5% each year

PRIORITY TWO: Engagement with our Community

- a. **Action Step One:** Publicity

Description:

- Print medium

- Newsletter
- Social media
- Website
- Local news outlets
- Local organizations

Implementation: Solidify existing outlets and identify new channels to promote programs and events throughout the Geneva region.

Who: Marketing Clerk, Programming Staff, Executive Director

Frequency: Review continuously

Metric: Add 1-2 new outlets/platforms/mediums to promote the Geneva Public Library

b. **Action Step Two:** Community Outreach, Collaboration, and Partnerships

Description: Building relationships and collaborating with local families, community groups of all ages, local clubs, etc, to bring library services, programs, and collections.

Implementation:

- Increase partnerships within the community that offer a more comprehensive range of programs and events.
- Expand collaboration with Geneva City School District and Finger Lakes BOCES, HWS, FLCC, and other educational institutions on joint programs.
- Solicit Library Staff and Board of Trustees for potential Points of Contact within the community that could provide a broader range of program and event ideas.

Who: Outreach Committee, Programming Staff, Executive Director

Frequency: Review continuously

Metric:

- Maintain existing partnerships
- Add 1-2 additional community partners each year
- Host 1-2 additional community partner events each year

PRIORITY THREE: Expand Library Programming for all Ages and Interests

a. **Action Step One:** Adult Education Classes/Workshops

Description: Programs targeting adult interests

Implementation:

- Develop innovative, topical, and educational programming to meet the needs of various ages and interests
- Partner with organizations, clubs, businesses, etc

Who: Programming Staff

Frequency: Review continuously

Metric:

- Maintain current programming schedule
- Add 1-2 additional events each year
- Increase attendance by 5% each year

b. **Action Step Two:** Children/Teen Programming/Events

Description: Programs targeting Children/Teen interests

Implementation:

- Develop innovative, topical, and educational programming to meet the needs of various youth ages and interests
- Explore different days, times, frequencies, and topics as necessary

Who: Youth Services Staff

Frequency: Review continuously

Metric:

- Maintain current preschool programming schedule
- Add 1-2 additional school-aged/teen events each year
- Increase attendance by 5% each year

PRIORITY FOUR: Library Facility Infrastructure and Layout Improvements

- a. **Action Step One:** Assess Future Library Facility and Mechanical Utility Needs

Description:

- Target Necessary Renovations and Improvements through Community Engagement, facility audits, and GPL personnel input
 - Contract with a building engineer
- Log and schedule anticipated utility and facility repair and/or replacement
- Ensure ADA guidelines are followed with future improvements
- Establish a Maintenance Reserve Fund

Implementation: Establish a Building Committee subcommittee (Improvement Project Committee)

Who: Building Committee Members, Community Members

Frequency: Review Monthly with Staff and Building Committee

Metric:

- Year 1:
 - Establish Improvement Project Committee
 - Contract and complete existing building condition inspection (state of the library facility, utility lifespan/efficiency, FFE lifespan/efficiency/effectiveness)
 - Develop and distribute a community needs survey

PRIORITY FIVE: Sustainable Library Initiatives

- a. **Action Step One:** Complete the Sustainable Library Initiatives Certification Program

Description: The Sustainable Library Certification Program (SLCP) is designed to assist libraries in becoming more sustainable in various ways.

Who: Executive Director, Reference and Technology Librarian, other library staff, outside instructors

Frequency: Review Monthly

Metric:

Year 1: Join SLCP

Year 2: Complete SLCP

- b. **Action Step Two:** Provide Sustainability-Focused Workshops, Programs, Resources, and Information

Description:

- Offer workshops, classes, and individual sessions relating to Sustainability

- Topics are sourced from community needs, industry trends, staff feedback, partners and mentors in the Sustainable Libraries Initiative program, and current events

Implementation: Develop innovative, topical, and educational programming to meet the needs of various ages and interests

Who: Programming Staff

Frequency: Review Monthly

Metric: Add four new events/programs each year

Adopted by the Board of Trustees: January 31, 2024