

**SINCLAIRVILLE FREE LIBRARY  
STRATEGIC PLAN  
2019-2023**



## Table of Contents

Introduction.....	1
History.....	2
Performance Indicators.....	3
Analysis of Strengths, Weaknesses, Opportunities, and Threats/Challenges (SWOT).....	4-5
Vision.....	6
• Core Purpose	
• Mission Statement	
Strategic Issues 2019-2023.....	7-9
• Goals and Objectives	

### ***Introduction***

The Board of Trustee members proudly developed a strategic plan which speaks to the issues of concern and need for the Sinclairville Free Library. This planning process has helped clarify our priorities and directions for the upcoming years, giving unity and focus to the board members, the Library Manager, and Library Assistant. It will serve as a monthly agenda item and help us reach our greater goals for the community which we serve.



## History of Sinclairville Free Library

Rev. Elbridge P. McElroy, Congregational Minister of Sinclairville, had no idea that 130 years later his generous offering of his personal library of 185 books would turn into a celebration for the village of Sinclairville and the towns of Charlotte and Gerry on July 8, 2000. This was the day of the Grand Opening of the new library building!! The Deed of Trust, written in February 1870 stated the library was formed "...in order to encourage the youth of Sinclairville and vicinity to form good habits and a taste for reading..."

The first home for the library was in the law offices of the Honorable Obed Edson. In 1871 the library was moved to the shop of Charles W. Hedges. We are unsure as to how long the library remained at the Hedges' shop. The next mention of the library's location is in November 1885 where it was listed as in the home of William A. Fife. A fourth move, which occurred on January 15, 1908 found the library renting space for \$2 a month on the corner of Lester and Main Streets. On January 8, 1937 the library moved to the Sinclairville Grange Building at the corner of Main and Park Streets. When the Grange Building was torn down, the library moved to the Administrative Building of the Cassadaga Valley Central School, located at the corner of Park and Church Streets. In 1977 the library moved into the basement of the American Legion Building which was renamed the David Vern Luce Building in April 2000. During the week of May 8, 2000 the library moved for the eighth and final time into a brand-new building located on Main Street.

Nineteen librarians have served in the various locations the library has been housed. We honor them all for their diligence and dedication by listing their names:

Miss Fanny A. Edson, Charles W. Hedges, Edwin L. Husted, A.L. Staples, John M. Edson, William A. Fife, William Hinchlief, Miss Abbie Doty, William C. Scott, Mrs. F.B. Putnam, Mrs. Fred Briggs, Miss Genevera Ticknor (later Mrs. Sears), Mrs. Phillip Edson, Mrs. Charles Ervin, Mrs. Maurice Westley, Mrs. Earl (Irene) Minkler, Patricia Webb, Lynn Ann Faber, Lisa Greeley, and Beth Hadley.

The possibilities of what role the library will play within Sinclairville, besides its normal library services, are endless. Through this Strategic Planning process, we aim to make it all that it can be!!!!



<b>Performance Indicators</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Total PC Use	1822	1215	1109	1053	1121	1,293
Grand Total Circulation Transactions	16937	14096	13401	13662	14265	16,712
Total Adult Book Circulation	5477	4884	5056	5238	6191	5,900
Total Circulation of Adult Other Materials	5178	3900	3514	4182	4244	5,087
Total Children's Book Circulation	4745	3954	2923	2456	2737	3,028
Total Circulation of Children's Other Materials	1537	1034	1039	1115	1093	1,636
Grand Total Holdings	19457	22283	25197	27222	28818	31,016
Inter-Library Loan - Materials Received (Borrowed)	17	24	25	7	1	0
Inter-Library Loan - Materials Provided (Loaned)	94	30	28	22	9	0
Additions to Holdings	3089	3285	3437	3206	3172	3135
Total Local Public Funds	23250	23250	24000	25000	26000	26300
Total Number of Program Sessions	304	312	330	341	357	286
Total Program Attendance	3774	3911	3409	3426	3415	3081
Reference Transactions	979	1101	1251	1043	1230	1305
All Registered Borrowers	754	851	936	986	1041	1127
Registered Resident Borrowers	591	646	706	741	787	829
Registered Non-Resident Borrowers	163	205	230	245	254	298
Hours Open	25	25	27	27	27	27
Library Visits	11490	10764	9663	10282	15863	17777
Population Chartered to serve	3222	3222	3222	3222	3222	3222
Total Collection Expenditures	\$5315	\$3583	\$5269	\$7268	\$7870	\$8366
Total Operating Fund Receipts	\$70442	\$54640	\$46175	\$62670	\$59439	\$61585

## Sinclairville Free Library - Strategic Planning 2019

### Strengths

- Nice, new building
- Good book selections
- Friendly atmosphere
- Great programs for children
- Young adult collection is strong
- Community Room
- Updated Computers/High-speed internet/Wireless
- Increased selection of DVD's
- Automated circulation system
- Association with CCLS
- Website access to databases
- Good community programs offered
- Community oriented
- Handicapped accessible
- Excellent Children's Room with great selection of books/materials
- FAX and copying services
- Library Appreciation Dinner
- Ongoing groups such as Book Clubs (Young Adult, Books Unlimited and Homestead at Gerry), Write Circle, Sinclairville Samplers, TOPS, Knitting, Child's Play
- Partnership with Summer Recreation Program and The Wrap for Summer Reading Program
- Working link between Mary E. Seymour and Cassadaga Branch Library and Sinclairville Free Library
- Volunteers trained in circulation duties
- Increased usage of library building by community groups (TOPS, Girl Scouts, Brownies, Cub Scouts)
- Increased library hours (now include Saturday hours)

### Weaknesses

- Small staff and not enough hours to accomplish all desired projects and tasks.
- Limited financial resources.



### Weaknesses (cont.)

5

- Limited parking.
- Policies need to be updated
- No lead volunteer to coordinate volunteers and events.
- Limited storage space

### Opportunities

- Provide more community-based workshops and speakers
- Increase publicity through social networking, weekly updates of website and more frequent notices and articles in newspapers
- Pursue more grant opportunities and seek significant donors/supporters
- Explore partnerships with SUNY, JCC and other groups and agencies
- Reinstitute monthly family nights
- Linkage with CVCS teachers i.e. Art Displays, History Club, Key Club
- Continue to develop library website
- Monthly basket raffles
- Fundraising opportunities such as selling T-Shirts, Library Ornaments, Book Bags, Calendars, Read-a-Thons
- Create and distribute an online newsletter with paper copies available
- Deposit collections at Gerry Homestead, Town of Gerry, Park UMC The Wrap program
- Set up library table at school Open House with brochures and library card applications
- Do Book Talks at schools
- Add hobby groups such as Scrapbooking
- Develop collaborative activities with Cassadaga Library staff

### Threats/Challenges

- Keeping up with technology
- Lack of time
- Attrition of volunteers (i.e. Ways and Means Committee)
- Staff burnout

## The Vision of Sinclairville Free Library



### *Core Purpose:*

***Building Community Through Life-Long Learning***

### *Mission Statement:*

***The Sinclairville Free Library strives to educate, inform, and meet the needs of the people it serves. The library operates as a community center supporting life-long learning with special emphasis on programs for children and adults.***



## STRATEGIC ISSUES

- *Enhance library funding streams*
  - *Strengthen Outreach*
  - *Enhance history collection*
- *Strengthen volunteer and staff development*
  - *Update library policies*
  - *Develop nonfiction collection*

## Goals and Objectives

### Goal #1:

*By 2023, we will enhance library funding streams by creating relationships with donors, both private and charitable, which have a stake in the local community.*

#### *List of activities include:*

- Identify private donors with the means and desire to promote the well-being of the Sinclairville community by supporting the library
- Identify charitable groups with the means and interest in supporting the community
- Arrange for a personal approach by board members to each identified potential donor
- Create a Recognition Club
- Explore additional grant opportunities
- Consider a CVCS Class Reunion challenge, with Recognition Club status
- Maintain relationships with municipalities
- Plan a 150 year celebration in 2020, with challenges for donors (i.e., \$150 level, \$1,500 Legacy level, etc.)

### Goal #2:

*By 2023, the library will strengthen its outreach to the chartered service area, including the Town of Gerry and Cassadaga Valley Elementary, Middle and High Schools, and other community groups.*

#### *List of activities include:*

- Maintain partnership with CVCS Wellness Committee and develop programming in support of the health and wellness of the community
- Maintain programming at The Homestead and explore options for extending library service into the Town of Gerry, with input from their trustees and residents

- Bolster connection with The Wrap at Park United Methodist church to provide outreach to children in their care
- Partner with Mary E. Seymour/Cassadaga branch library staff to provide outreach activities to CVCS schools
- Provide library activities /events flyers to CVCS for distribution to parents
- Explore options for expanding outreach via the 76ers Meals on Wheels program and luncheon site
- Maintain communications with CVCS administrators and faculty to facilitate promotion of school and library programming to all entities and development of new programs and events. Continue to participate in Sinclairville Elementary Open House and Literacy Nights and Middle/High School events upon request

### Goal #3:

*By 2023, the library will have catalogued its local history collection and made digitized materials available in an online searchable format.*

#### *List of activities include:*

- Catalogue library's holdings of local history books with assistance from CCLS staff
- Archive and preserve original photographs and documents with assistance from CCLS staff and the Chautauqua County Historical Society
- Partner with the Valley Historical Society to develop and maintain the library's local history collection and pursue possibility of cataloging the museum's holdings of local history materials to be included within the library's online catalog for research purposes.
- Actively seek additional local history materials from the community to be scanned and documented to include in the library's digital local history collection

### Goal #4:

*By 2023, the library will have a plan for staff and volunteer development which includes benefits, trainings, and reviews which make staff and volunteers feel supported and well equipped for their positions.*

#### *List of activities include:*

- Evaluate staff benefits
- Complete current staff reviews and establish yearly cycle for reviews



- Use the Strategic Plan to guide staff in priorities of the library

9

- Interview staff about their positions, looking for strengths, weaknesses, and opportunities for improvement
- Continue to provide one hour volunteer training and development sessions every 3-4 months

**Goal #5:**

*By 2023, the library will have written, or reviewed, and approved all of the Financial Policies and Procedures recommended in the Library Trustees of New York State Handbook. Design procedures for ongoing review of policies and creation of additional policies as recommended by CCLS.*

*List of activities include:*

- Create an ad hoc policy committee to review policies, with priority given to those areas that affect daily operations
- Consider implementing regular meetings of standing committees of the Board

**Goal #6:**

*By 2023, the library will have evaluated, weeded and updated the collection to ensure that financial, legal, medical and science/technology materials are up-to-date, with additional parts of the collection reviewed and updated as time and finances allow.*

*List of activities include:*

- Weed outdated nonfiction titles
- Replace financial, legal, medical and science/technology materials with recently published titles