The Town of Ballston Community Library

2 Lawmar Lane
Burnt Hills, NY 12027

Strategic Plan

2013-2016

Submitted by the Library Board of Trustees
Lawrence Rogers, President and
Karen DeAngelo, Library Director
February 27, 2013

Contact Information:
Karen DeAngelo, Library Director
518-399-8174, ext. 5
bur-director@sals.edu

Table of Contents

Approval of the Library Board of Trustees This Strategic Plan, 2013-2016 was formally approved by the Library Board of Trustees at their February 27, 2013 meeting by unanimous vote.

Community Vision Statement

The Town of Ballston Community Library shall be a center of knowledge and life enrichment for all members of the growing community.

Mission Statement

The Town of Ballston Community Library shall develop and maintain facilities, resources, and services to meet the ongoing needs of all persons for education, personal enrichment and recreation.

History

The Town of Ballston Community Library opened in the basement of Our Lady of Grace Church in 1954. The land the library is on was donated by Earl and Jessie Townley and the first new library building opened in December of 1958. In 1997, the Town of Ballston residents passed a referendum to fund a new library building which opened in 2001.

Present Status

- When the new library opened in 2001, it was staffed by two (2) full-time librarians, one (1) full-time senior library clerk, seven (7) part-time clerks and five (5) student pages. As a direct result of the 2005-2008 Long Range Plan, 2 half time positions were added, an accounts clerk and a computer service program assistant. One 10 hour page position and one summer children's room assistant have also been added. In 2011, a 10 hour clerk position was added. In 2012, this position was made a youth services clerical position in order to improve upstairs staffing.

- Circulation has increased from 104,788 in 2001 to 147,464 in 2012.

- Attendance at programs has grown from 2,800 in 2001 to 10,363 in 2012. There were approximately 559 programs in 2012.

- There was a 58% increase in items borrowed and/or loaned from other libraries between 2001 and 2003, from 5,689 to 9,727 items. By 2012 that number had increased to 28,337.

- There was an increase in the hours of operation from 42 to 54 hours per week since the opening of the new library and a subsequent decrease for 2009 to 51 hours per week due to budget constraints.

Methodology

Communications Services of Albany was hired to facilitate the long range planning process, assess community needs, conduct focus groups, interview key community leaders, create and analyze a community survey and make recommendations for a new logo and this document.

Communications Services conducted 7 Focus Groups:

Adults
Community Leaders
Board of Trustees
Staff
Seniors
Friends
Teens

Interviews were conducted with the following individuals:

Jim Schultz, School Superintendent, Burnt Hills Ballston Lake Central Schools
Yvette MacHattie, Branch Manager, Ballston Spa National Bank
John Irving, Director, Community Human Services
Cheryll Hill, Editor, Your Hometowne Newspaper
Richard Doyle, President, Burnt Hills Ballston Lake Business & Professional Association
Patricia Southworth, Supervisor, Town of Ballston
Shannon Felix
Jane Oppenlander

We would like to thank everyone who participated in this endeavor. The complete document can be found in the addendum to this document.

The information gathered was used to create a community survey that was administered online through surveymonkey.com and in paper for approximately one month. The online version was advertised on the library's website and FaceBook Page and through the library's e-newsletter. The paper version was available at the library and at the Town of Charlton Town Hall and at the Town of Ballston Town Hall.

The results are attached. Comments are available for review at the library.

Goal: Enhance Resources

- Set up endowment fund and actively seek funding
- Create avenues for donations and planned giving (website, facebook page, brochures, Friends of the Library)
- Continue to maximize services available to our patrons utilizing the resources of the Southern Adirondack Library System
- Enhance partnerships with current stake holders

Goal: Address Building Issues

- Consider retaining architect to create a comprehensive plan to address building issues
- Create quiet study, reading and tutorial space
- Investigate book drop off alternatives
- Pursue Memorandum of Understanding with the Town of Ballston to delineate responsibility for maintenance and repair of town owned library building and grounds.

Goal: Expand Programming

- Increase focus on underserved groups, to include seniors, men, and "new adults."
- Seek out virtual programming opportunities
- Offer programming on home improvement, repair, decorating, automobile maintenance

Goal: Enhance Popular Collections

- Use circulation trending reports to assess demand
- Create a fluid and responsive purchasing plan to meet those demands and change with them as they change.
- Consider increased use of rental opportunities such as McNaughton to increase availability of high demand books.

Goal: Enhance Technology

- Improve technology in children's room by replacing games computers with iPads loaded with learning games
- Add Smartboard with projector and speaker system to community room to encourage community use of the room and enhance library programming (movies, virtual author visits, computer classes, and staff training)
- Actively recruit volunteers to provide additional computer support and provide training for them.
- Encourage and fund staff training opportunities

Goal: Enhance outreach, marketing, PR

- Implement online room and program reservation system
- Create coordinated look to all library public facing materials with unified branding/logo/font/colors.