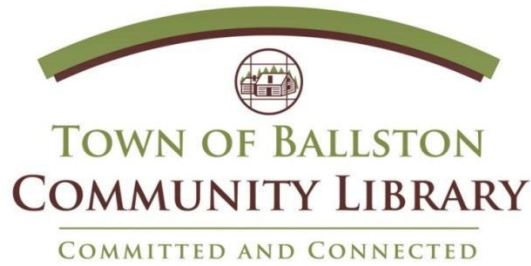


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# Town of Ballston Community Library Strategic Plan 2021-2025





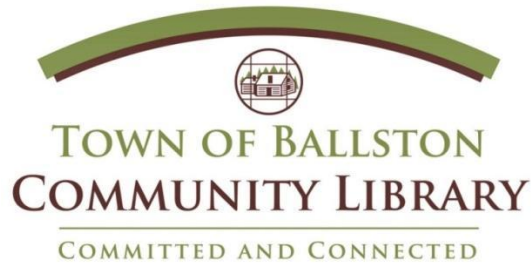
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## PLANNING SUMMARY

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

- In order to achieve this mission, the Library has identified the following goals:
  - The Library will be a comfortable, welcoming and well-maintained facility.
  - The Library will maintain a diverse and inclusive collection that meets the educational and recreational needs of the community.
  - The Library will provide diverse and inclusive programming that meets the educational and recreational needs of the community.
- To formulate these goals, trustees and library staff attended a series of online workshops, solicited input from the community, and held meetings to discuss results of those discussions and plan for the formatting of the report.
- The Long-Range Planning Committee consisted of library director Rebecca Darling and trustees Susan Tomlinson, Julia Stone, Michelle Hernandez and board president Steve Zarelli.



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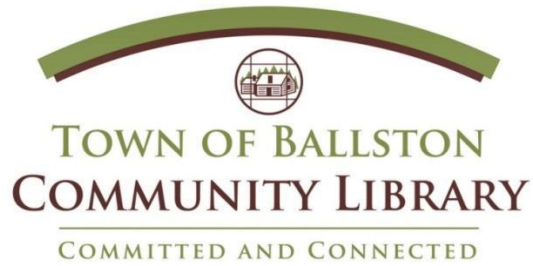
## HISTORY OF THE ORGANIZATION & LANDSCAPE REVIEW

The Burnt Hills-Ballston Lake Rotary and the Burnt Hills Women’s Club formed a Library Association in 1952. In 1953 a building drive began when the Townley Family donated land at the corner of Lakehill Road and Lawmar Lane in Burnt Hills. In the meantime, the Library opened in 1954 in the basement of Our Lady of Grace Church. The Town of Ballston Community Library opened at its current location on Lawmar Lane as a Special District Library and joined the Southern Adirondack Library System in 1958. A second building project was undertaken and a much larger facility was built on the same property in 2001. In 2020 and 2021 the Library and the Town worked together to transition Library operations to the present-day definition of a Special District Library.

The Town of Ballston Community Library is chartered to serve the Town of Ballston, outside of the Village of Ballston Spa. Through a contract it also serves the Town of Charlton, outside the Galway School District.

According to the 2020 Census, the Town of Ballston has a population of 11,464. 94.7% of the residents are white and 18% are over the age of 65. The median household income is \$95,000 and the median home value is \$290,000. 93.7% of households have a computer and 92% have broadband internet. The Town of Charlton has a population of 4,328. 97.2% of the residents are white and 27.5% are over the age of 65. The median household income is \$106,935 and the median home value is \$291,900. 92.5% of households have a computer and 89.4% have broadband internet.

The Town of Ballston Community Library serves as a community meeting place. Its location near the Burnt Hills-Ballston Lake High School and Stevens Elementary School make it a popular destination for local students. The Library offers educational and recreational programs and frequently attracts patrons from outside the service area.



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## MISSION STATEMENT

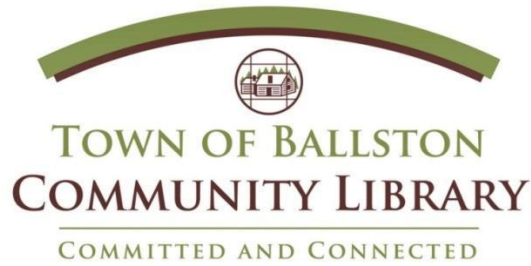
The Town of Ballston Community Library shall develop and maintain facilities, resources, and services to meet the ongoing needs of all persons for education, personal enrichment, and recreation.

## VISION STATEMENT

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

## VALUES STATEMENT

The Library Trustees will adopt policies to achieve long-range goals of recognition, support and sustainability for the library through excellent service, outreach and leadership.



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## PLAN PROCESS

Library trustees and staff attended a series of online workshops provided by the Southern Adirondack Library System to prepare for the information gathering necessary to create the plan. The community participated in exercises designed to solicit their input regarding their vision of what the community should look like. Several committee meetings were held to discuss the results of those discussions and to organize the design of the plan.

## COMMUNITY ASPIRATIONS

Community input indicated that the Library should:

- Foster a community that is supportive, kind, accepting, and engaged
- Provide a safe and comfortable space that welcomes diversity and inclusion for all abilities, ethnic, religious and socioeconomic groups, and abilities across a wide spectrum of ages

## STRATEGIC PRIORITIES

Focus on improvement of layout and arrangement

- Introduction of outdoor seating as an extension of the library (Fall 2021)
- Addition of local history room (Spring 2022)

Focus on diversity

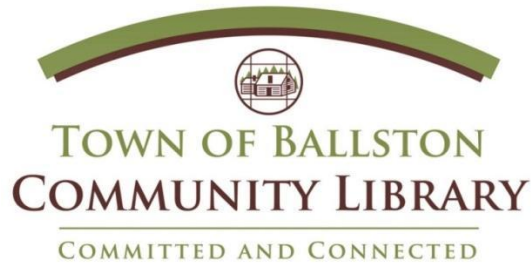
- Provide a gathering place for the community to connect

Focus on building community relationships

- Foster relationships with local businesses to enhance library programming and Friends of the Library fund-raisers
- Work with schools by promoting summer reading and book clubs
- Collaborate with scouts and community organizations on improvement projects

Resources necessary to accomplish priorities

- Outdoor seating, provided by local Scout, as an option for outdoor programming
- Local history room funded by 2018 NYS construction grant
- LED lighting upgrade in children's room funded by 2021 NYS construction grant



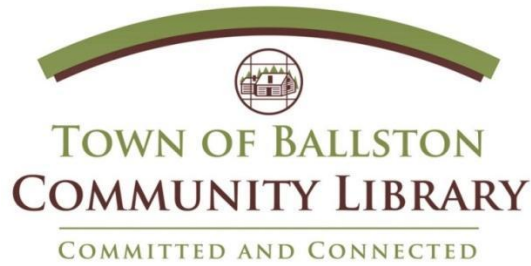
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## OUTCOMES, GOALS, & OBJECTIVES

**GOAL 1:** The Library will be a comfortable, welcoming and well-maintained facility.

- Project Leader
  - Library Board of Trustees
  - Library Director
- Objective
  - The Library will strive to be a comfortable, welcoming and well-maintained facility through building maintenance and upgrades in order to meet the needs of the community, with a focus on the patron experience.
- Action Steps
  - Clarify relationship with the Town of Ballston and consider feasibility of a Memorandum of Understanding (MOU) detailing roles and responsibilities of Town and Library Boards
  - Review annual operations plan, schedule, and maintenance budget and analyze facility operations budget and expenditures on a rolling five year basis in order to plan for future needs and increase efficiency
  - Identify repair and replacement funding sources for facility upgrades, taking into account cost-savings, energy-efficiency potentials and future community needs
  - Upgrade lighting to improve patron experience and energy efficiency
  - Create comfortable flexible spaces for patrons, library programs and outside groups to utilize; identify funding opportunities and community partners in this effort
  - Utilize national, state and local library resources for staff training
- Measurement/Evaluation
  - Annual review of the Library budget and expenditures
  - Periodic comparison of utility bills to previous years' bills with a goal of at least 10% reduction in energy usage
  - Review program offerings and attendance
  - Periodic patron surveys and feedback



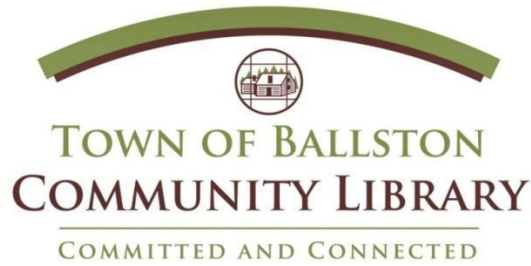
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**GOAL 2:** The Library will maintain a diverse and inclusive collection that meets the educational and recreational needs of the community, and will investigate and implement new sources and emerging formats as they become available.

- Project Leader
  - Library Director
  - Head of Adult Services Librarian
  - Head of Youth Services Librarian
- Objective
  - The Library staff will select, maintain, and support access to content, in accessible formats, on subjects by diverse authors and creators that meet the needs, interests, and abilities of all patrons.
- Action Steps
  - Review the Library's Collection Development Policy
  - Develop a diverse collection, in accordance with the American Library Association's Library Bill of Rights, which requires:
    - Selecting content in multiple formats
    - Seeking content created by and representative of marginalized and under-represented groups
    - Evaluating how items in the collection are cataloged, labeled, and displayed
    - Including content in multiple languages
    - Providing resources in formats that meet the needs of users with disabilities
- Measurement/Evaluation
  - Annual review of circulation statistics of library collections with a focus on diversity and inclusivity
  - Monthly review of displays and promotional materials with a focus on diversity and inclusivity
  - Periodic patron surveys and feedback





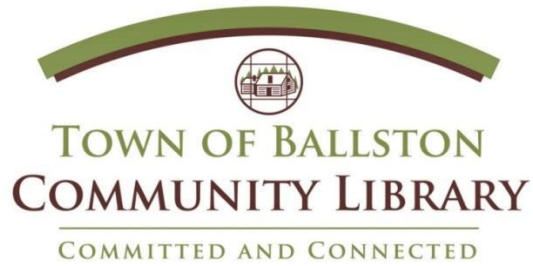
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**GOAL 3:** The Library will provide diverse and inclusive programming that meets the educational and recreational needs of the community.

- Project Leader:
  - Library Director
  - Head of Adult Services
  - Head of Youth Services
- Objective
  - The Library will provide diverse and inclusive programming that meets the educational and recreational needs of the community, especially those who may experience language or literacy-related barriers, economic distress, cultural or social isolation, physical or attitudinal barriers, racism, discrimination on the basis of appearance, ethnicity, immigrant status, religious background, sexual orientation, gender identity, or gender expression.
- Action Steps/Activities
  - Provide programs which accurately and authentically reflect the cultural perspectives of diverse communities
  - Bring the Library to diverse communities through outreach and partnerships at cultural events and community-based organizations
- Measurement/Evaluation
  - Review program offerings and attendance
  - Add two new programs annually with an emphasis on diversity and inclusivity
  - Patron surveys and feedback





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## RESOURCE IDENTIFICATION

To achieve success, it will be necessary to obtain sustainable funding through the customary annual sources of tax revenues and the Town of Charlton contract for services. Friends of the Library fund-raising activities and grant-funding opportunities will supplement these traditional funds. In addition, Planned Giving will be explored as a future opportunity.

Increased funding is necessary to:

- Expand continuing education for staff development
- Arrange for outside program contractors
- Purchase more library materials to support the Long Range Plan goals
- Provide necessary upgrades to the facility

The above-established goals will be prioritized in the budget development process.