

# James Prendergast Library Annual Report to the Community

FOR THE YEAR 2018

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## Message from the Director

The library was again a very busy place to be in 2018! If you visited over the past year you've likely noticed some changes. The library now has a 'single service point' Information Desk at the front of the library where staff can help you find what you need. This has allowed us to respond wherever the need is greatest during our busiest times and its more efficient too.



Tina Scott, Director

You may have noticed other changes also. Courtesy of a grant from NYS, the library was able to replace the 1960s era windows facing Washington & Cherry Streets, and 5 along 6th St. The front doors were also replaced and all the incandescent bulbs have been changed to LED which will save money in lighting costs. A grant request to replace the remaining 21 windows along 6th St. is at the state awaiting approval. No more wet books or cold breezes in the library!

A very successful partnership with the YMCA provided lunches to the kids at the library last summer. Children ate a healthy lunch and then played games outdoors. Just under 1,000 lunches were served over the summer!

The library was recognized several times last year. In February, the library was honored to receive the "Service to Humanity" award from the Jamestown Community Chamber of Commerce at their annual "Salute to the Finest" event and in October we became one of the "Chautauqua Bright Spots" for our services for children. Then in September the library was entered into the Medina Sandstone's Hall of Fame for the beautiful rose sandstone exterior. We are honored to receive recognition and work hard to continue to support the needs of our community.

If you haven't seen our articles in the Post Journal, keep an eye out for them under the "Focus" section. Hope to see you soon—stop on by!



# Strategic Plan for 2017-2020

Adopted by the James Prendergast Library Association Board of Trustees on April 20th, 2017

In October 2016, under the guidance of the James Prendergast Library Association's (JPLA) strategic planning committee consisting of the library director, three library board members, two staff members, and the director of the Chautauqua Cattaraugus Library System, JPLA began the strategic planning for years 2017 – 2020. Library consultants Rob Cullin and Ely Dawson from Kimberly Bolan and Associates, LLC facilitated the process.

## The Process

The library's strategic planning process included the following key areas.

- 1) **Gathering community input and data**, which involved showing JPLA staff and Jamestown residents (both users and non-users) the possibilities for JPLA as a thriving 21<sup>st</sup> century library, and then gathering their input and ideas. In addition, benchmark, demographic, SWOT, and collection analysis were completed.
- 2) **Developing solutions** by compiling all gathered data and input and then working with the planning team during a Strategic Retreat to establish key strategic areas, specific goals, and related investments required to implement the goals to help the library thrive over the next three years and beyond.
- 3) **Providing a path to results** by developing a plan that the library staff and board can live, breathe, and readily implement on a day-to-day basis.

In total, eleven stakeholder sessions were conducted for the James Prendergast Library Association between November 28 and 30, 2016. Focus group participants included the general public, parents & caregivers, educators, community leaders, the business community, the Hispanic community, senior citizens, teens, staff members, and trustees. Participants included frequent library users and infrequent and non-users and ranged in ages and backgrounds. Overall, 119 stakeholders participated in the discussions regarding JPLA's services and strategic future. In addition to the stakeholder sessions, an online survey was conducted between *January 17 and January 31, 2017*. 610 surveys were completed, which was a more than required sample size. Survey participants included a mix of library users (63%) and infrequent and non-users (37%). Overall, 94% of participants have a JPLA library card.

## What We Heard

The community focus groups and online survey explored several topics including customer service, youth services, adult services, senior/boomer services, outreach, programming, technology and digital services, the website, meeting space, collections and resources, and overall 21<sup>st</sup> century public library trends. Detailed summaries of all stakeholder feedback and online survey results were provided in separate documents to JPLA's leadership. All stakeholder input, data analysis, and follow-up exploration work led to the strategic focuses, goals, and investments outlined on page 2 of this document.

## Evaluation & Collaboration

With the goal of achieving all outlined goals over the next three years, JPLA administration, staff, and Board of Trustees will regularly evaluate their progress and achievements. Objectives set forth in this plan will be accomplished as outlined and will be reviewed on a monthly basis at JPLA's board meetings. This balanced and systematic process also emphasizes that the resulting plan will be iterative and evolve substantially over the next several years. A strategy screen and work plan will be created by the team in order to best carry out and assess the plan.

The keys to James Prendergast Library Association's implementation, evaluation and, ultimately, the success of its strategic plan will be:

- A thorough understanding of the plan as well as active involvement in implementing the plan by staff and the board of trustees
- Frequent and ongoing communication between administration and staff
- Frequent and ongoing communication between JPLA's staff and its community
- Active collaboration between JPLA's board of trustees, administration, staff, outside organizations, and the community



# Strategic Plan for 2017-2020

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**Our Mission:** Responsibly empowering lifelong learning for the residents of the City of Jamestown

Strategic Focus	Goal	Investments	Outcome
A focused mission for JPLA	Implement a new more efficient and effective staffing model	<ul style="list-style-type: none"> <li>• Create a team to develop both interim and long-term service model plans</li> <li>• Initially reduce physical service points to two, and then eventually to one</li> <li>• Cross-train and empower staff to create success with the new service model</li> <li>• Implement a model using existing service points and also develop a plan to adjust furniture to best support the evolution of the service model</li> </ul>	An efficient library that delivers the needed level of service in the most effective way
	Develop a focused programming strategy plan with capacity limits	<ul style="list-style-type: none"> <li>• Form a programming strategy planning team with the mission of "Less, but Better"</li> <li>• Determine realistic limits for programming capacity at current and worse case staffing levels</li> <li>• Empower staff to develop new programs, but only in place of less successful programs (One In, One Out approach)</li> </ul>	Quality sustainable programming that supports life-long learning in the community
	Improve approaches to collection management to maximize effectiveness	<ul style="list-style-type: none"> <li>• Assess all library collections with the goal of maximizing turnover</li> <li>• Form a collection team to adjust collections not meeting established standards</li> <li>• Work with volunteers to apply similar approaches to book sale items</li> <li>• Critically review materials purchasing &amp; database subscriptions</li> </ul>	A library collection that gets the maximum number of materials into the hands of the community
Increased community engagement & awareness	Conclude JPLA's role in art / museum services	<ul style="list-style-type: none"> <li>• End JPLA's involvement in art museum/gallery roles in all forms</li> <li>• Determine final outcome for art collections and then execute plan</li> <li>• Develop plans to repurpose re-claimed library spaces</li> </ul>	A library that is focused on its core mission of service
A plan for a sustainable future	Create an active informational campaign that raises awareness about JPLA's services and funding	<ul style="list-style-type: none"> <li>• Develop a marketing and public relations (PR) plan for the library               <ul style="list-style-type: none"> <li>○ Create a more focused approach to marketing focusing on population segments</li> <li>○ Develop specific targeted strategies for library mission, library funding, programming, and other key services</li> </ul> </li> <li>• Train staff and the board to be marketing/PR ambassadors for JPLA</li> <li>• Develop strategies for getting them out into the community</li> <li>• Pursue community partnerships that align specifically with JPLA's core mission</li> </ul>	A community that understands the role, services, importance, and funding of JPLA
Develop revenue, fundraising, and cost management plans that position JPLA on a sustainable path for the future	<ul style="list-style-type: none"> <li>• Create a joint staff, board, community team to develop a revenue and fundraising master plan               <ul style="list-style-type: none"> <li>○ The plan should include mechanisms to build the endowment and revenue opportunities within JPLA's current services, resources, facilities</li> </ul> </li> <li>• Develop specific cost and service level objectives for various possible funding levels (based on scenarios like \$0 City funding)</li> </ul>	A library that is sustainable at any level of public funding	

# Fast Facts

**Library Visits 156,578**

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**Cardholders 27,905**  
(1,030 new cards)

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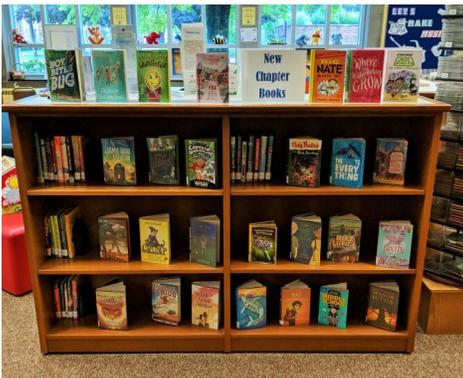
**Items Borrowed 217,746**  
(21,252 electronic materials)

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**Collection 161,722 items**  
(including 5,888 additions)

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**Reference Questions 32,843**

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**Website visits 84,460**

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**Computer Users 41,592**

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**Wireless sessions 10,435**

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**Meeting Rooms 1,714 bookings**  
**15,440 attendees**

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# Community Financial Support

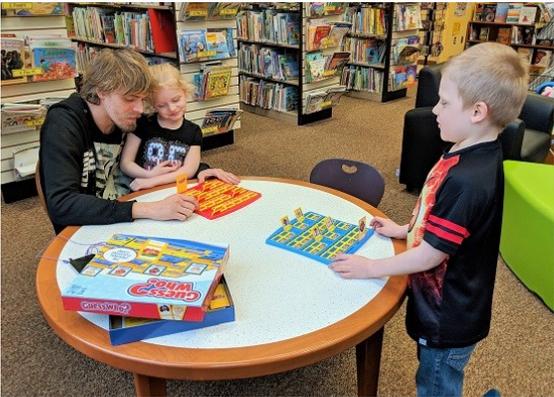
Financial assistance through grants in 2018 provided for the purchase of books and other library materials, programming, supplies and equipment and operational support. **We acknowledge with deep appreciation the support of the Carnahan Jackson Foundation, Chautauqua-Cattaraugus Library System, Chautauqua Region Community Foundation, City of Jamestown, Cummins Engine, Lenna Foundation, Ralph C. Sheldon Foundation, Holmberg Foundation, Jessie Smith Darrah Fund, Luis Bunuel Fund, Wegman's, Amateur Radio Service, Frank A. Farrell Memorial Moon Brook Charity Classic and the Zonta Club of Jamestown and the generous donors who continue to support vital library services each year.**

The Holmberg Foundation has continued to generously support the library's Makerspace. We now have even more options for educational exploration!



New activities, including the Bloxels seen here, teach relevant skills like coding and computer science.

Thanks to a grant from the Chautauqua Region Community Foundation, the library was able to purchase new toys and games for the Children's Room.



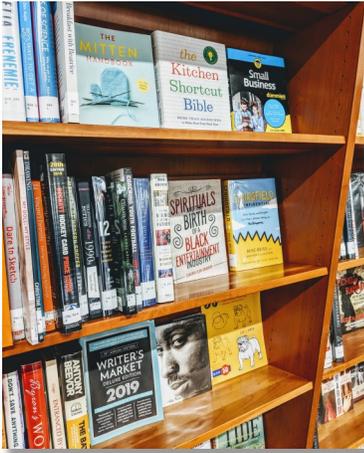
Families enjoy playing board games together.

### Annual Fund, Honorariums and Memorials

Donations to the Annual Fund from individuals, businesses, groups and organizations are used to buy new books and other library materials. Likewise, gifts to the library in someone's honor or memory benefit the community for many years to come.



Exciting new books are always available at the library! Our illustrated editions of Harry Potter are particularly popular.



The toy shelf is fully stocked in the Children's Room

# Summer Reading



Over 550 children and families attended storytimes this summer!

Participation	Amount of Reading
848 Children	240,749 Minutes
9 Teens	45 Books
25 Adults	334 Books
<b>Attendance at summer reading programs: 2,852</b>	



Performer Nan Hoffman at the Summer Reading finale event.



Children received free lunches and enjoyed outdoor games with the YMCA all summer long.

The library was a site for the Jamestown Area YMCA's summer lunch program for the first time in 2018. 984 free lunches were distributed to children at the library this summer!



Foster Grandparents donated 282.5 hours to the Summer Reading Program!



Thanks to local volunteers, the library also ran free dance classes over the summer.

- Summer Reading Programs:**
- Expanded Storytimes
  - Makerspace activities
  - Daily crafts and games
  - Outdoor Petting Zoo
  - Partnership with RTPi
  - ArtMobile Visit
  - Pioneer's Journey
  - Nan Hoffman concert
  - Dance-off events
  - YMCA summer lunches and outdoor games



One of the Summer Reading Challenge grand prize winners!

**Summer Reading Partners**  
 Jamestown YMCA  
 C.C. Ring Literacy Camp  
 Love Literacy Camp  
 Jamestown Parks Department  
 Jamestown Boys & Girls Club  
 St. Luke's Children of the Book

# Focused Programs and Events

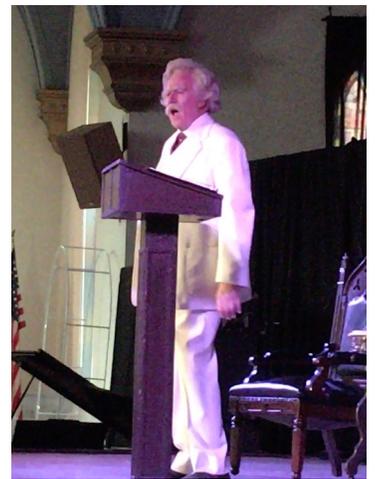


Everyone's excited for Storytime!

- Programs*
- Computer Classes
  - HSE and ESL Instruction
  - Volunteer Income Tax Assistance
  - Adult Coloring Club
  - Knitting4Peace
  - Author Visits
  - Toastmasters
  - Genealogy Lab
  - Happy Stampers Club
  - Eat Smart NY Nutrition Classes
  - Storytimes
  - STEAM programming
  - Minecraft Club
- Events*
- Short Film Festival
  - 14th Annual Murray L. Bob Lecture
  - Doors Open Jamestown
  - Big Read book discussion
  - Mark Twain Live
  - Mobile Legal Unit visit
  - Dr. Seuss Birthday Celebration
  - Holiday storytimes
  - Gingerbread Workshop
- Fundraisers*
- Love Your Library Fundraiser
  - St. Patrick's Day Fundraiser
  - Quarterly Bargain Book Sales
  - Run for Literacy
  - Jim Roselle Read-A-Thon



Celebrating Dr. Seuss's Birthday with a book.



Mike Randall performing at Mark Twain Live



The Run for Literacy fundraiser was a speedy success!  
Photo by Chris Anderson



The Gingerbread Workshop was a popular new event.



We are proud to offer STEAM programming every weekday.



The Read-A-Thon featured canine visitors this year!

## Volunteers

Prendergast Library volunteers donated **836 hours** this year - thank you to all of our volunteers!

Library volunteers help the library in many ways, including assisting at community events and library fundraisers like the Prendergast Run for Literacy and the quarterly half-off booksale.

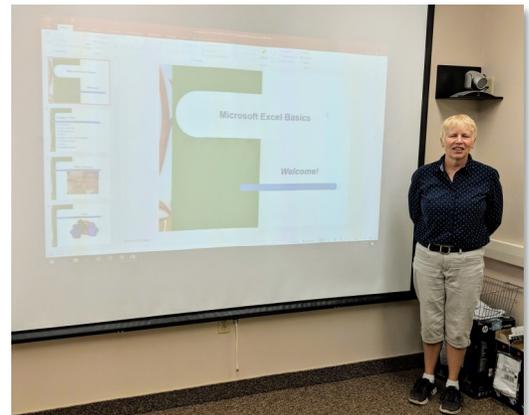
Volunteers also make the library's daily book sale possible and help with classes and programs. Assisting with shelving and tidying the collection is another huge way that volunteers help the library.

### Get involved at the library!

If you are interested in becoming a volunteer, please call the library or visit [prendergastlibrary.org](http://prendergastlibrary.org) to learn more.



THANK YOU!

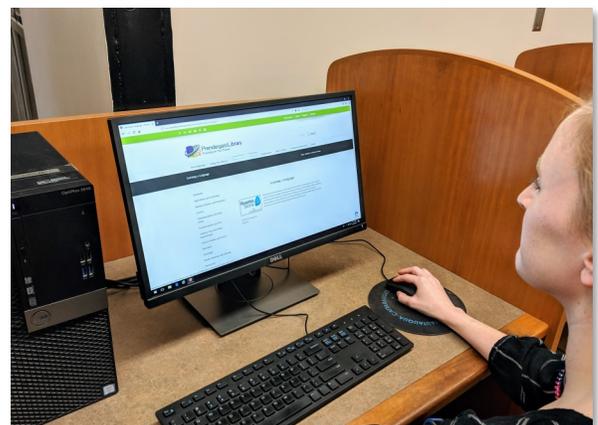


## Online Resources

This year the library expanded the resources that we offer online.

In addition to our collection of academic databases, the library's website now features free access to Rosetta Stone language learning software and the New York Times.

Patrons can use these resources in the library or at home.



Rosetta Stone is accessed via the library's website

# Makerspace

This year we enjoyed introducing many new kids from the community to our Makerspace!

In 2018, we saw **2,465** visitors in the Makerspace, and welcomed children from Jamestown Public Schools, community afterschool programs, day camps, and homeschooling groups.

Our Makerspace is open from 3:30 - 5:00 on Tuesdays - Fridays. Large groups such as school groups or afterschool programs are welcome to schedule a session in the space. All ages welcome!



Racing marbles on the magnetic marble run



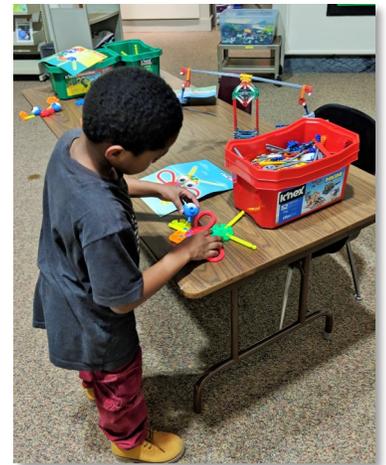
Snap circuits are fun for all ages



We love giving away books!



Physics in action!



Getting creative with K'Nex

# Mobile Makerspace

Thanks to a grant from the Chautauqua Cattaraugus Library System, the library also developed a Mobile Makerspace.

The Mobile Makerspace allows library staff to bring the Makerspace to children and adults throughout Jamestown.

In 2018, we reached 330 community members with the Mobile Makerspace, including visits to the Jamestown Summer Playground Program sites and Jamestown Public Schools Literacy Camps.

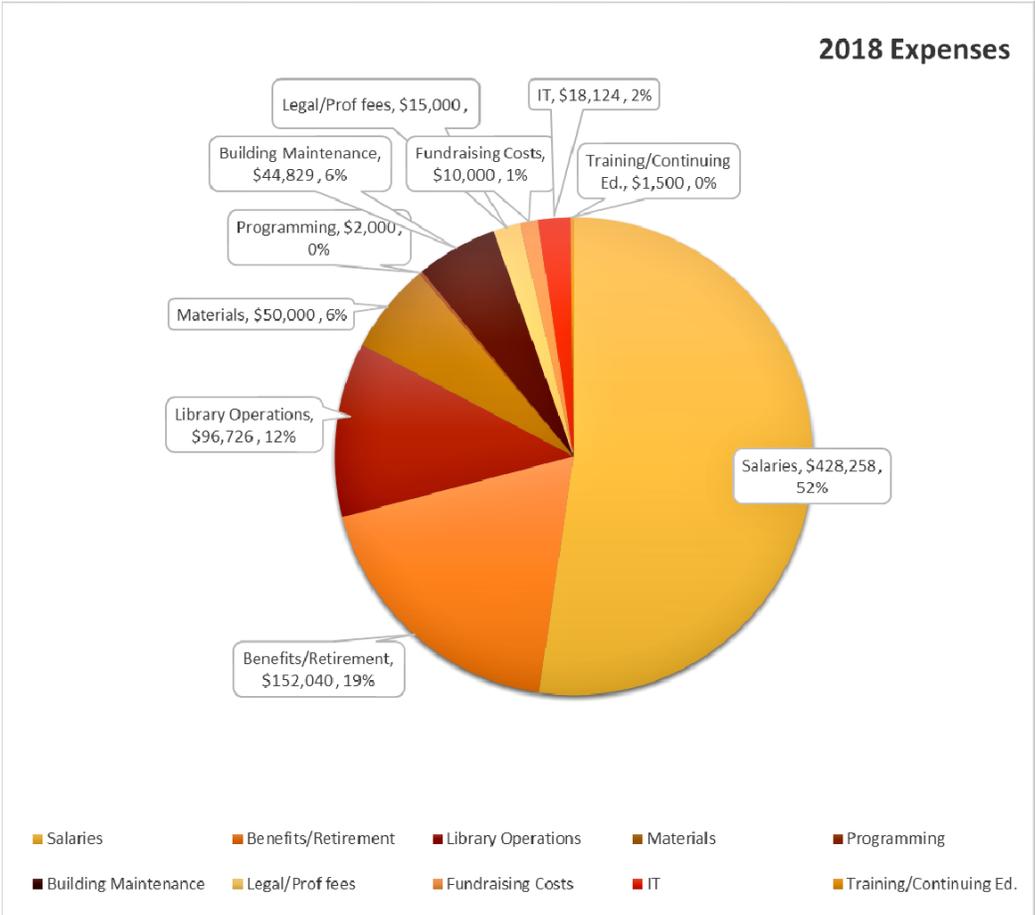
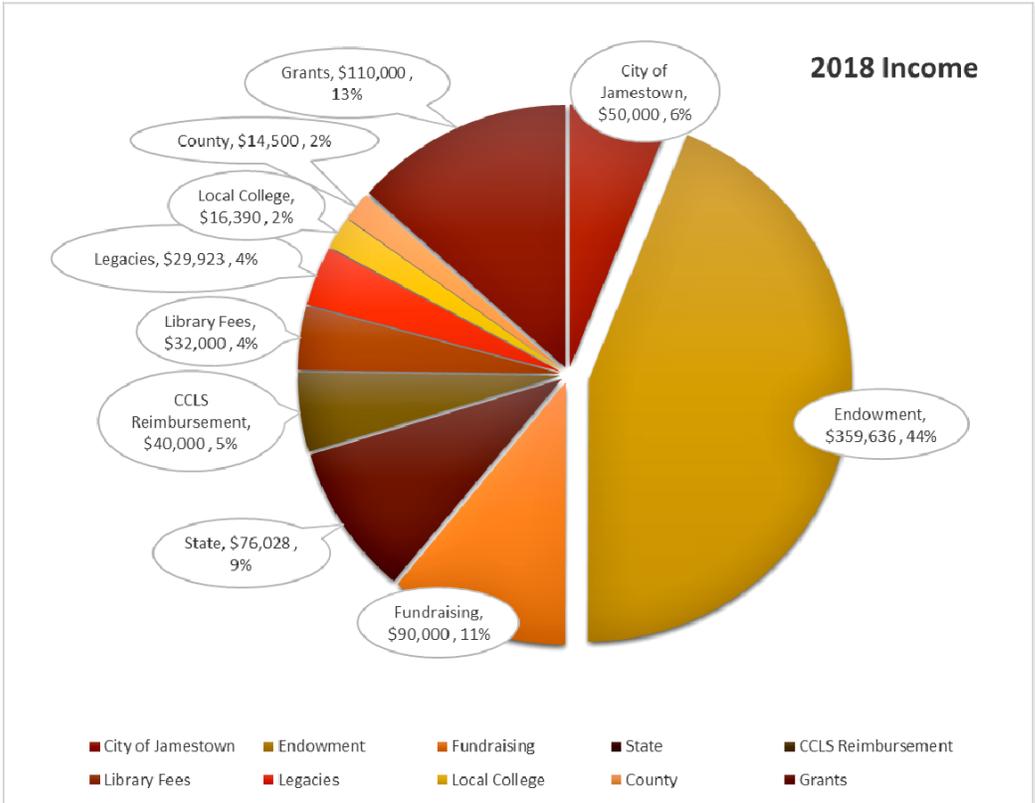


Makerspace activities encourage collaboration



Building a tall tower of Magnatiles

# 2018 Budget



## Mission

“Responsibly empowering lifelong learning for the residents of the City of Jamestown”

### 2018 Prendergast Library Board of Trustees

Joni Blackman, President  
Lynn Warner, Vice President  
Michelle McCray, Secretary  
Kris Denslow, Treasurer  
Ned Lindstrom  
Maggie Scorse  
Rob Hewitt  
Dan Hickman

Contact the Board of Trustees  
at [prendergastboard@cclslib.org](mailto:prendergastboard@cclslib.org)



# PrendergastLibrary

Focusing on Your Future.



**James Prendergast Library**  
509 Cherry Street  
Jamestown, NY 14701  
Phone: (716) 484-7135  
Fax: (716) 487-1148

[prendergastlibrary@yahoo.com](mailto:prendergastlibrary@yahoo.com)  
[www.prendergastlibrary.org](http://www.prendergastlibrary.org)



### Library Hours

**Monday: 10:00am - 8:30pm**  
**Tuesday: 10:00am - 8:30pm**  
**Wednesday: 10:00am - 8:30pm**  
**Thursday: 10:00am - 8:30pm**  
**Friday: 10:00am - 5:00pm**  
**Saturday: 10:00am - 4:00pm**  
**Sunday: Closed**