



PrendergastLibrary
Focusing on Your Future.

STRATEGIC PLAN REPORT

Results for the year 2022

This report reflects on year two of the Prendergast Library's 2021-2024 Strategic Plan. The report provides updates on plan goals and subsequent achievements, challenges, and continuation actions needed. In addition, library statistics from 2020 and 2021 provide context for data collected in the report.

James Prendergast Library 2022 Strategic Plan Report

Goal One: Quality and sustainable services and programming that supports lifelong learning in the community

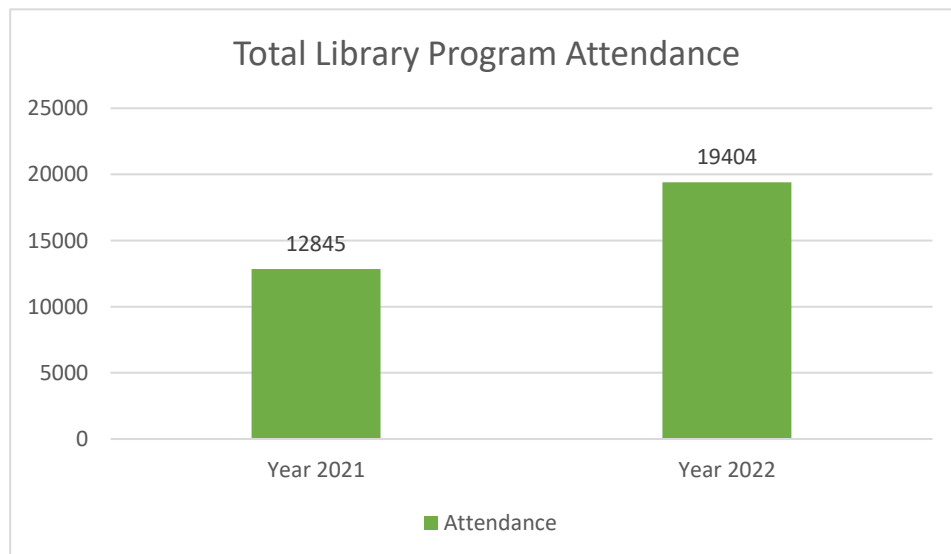
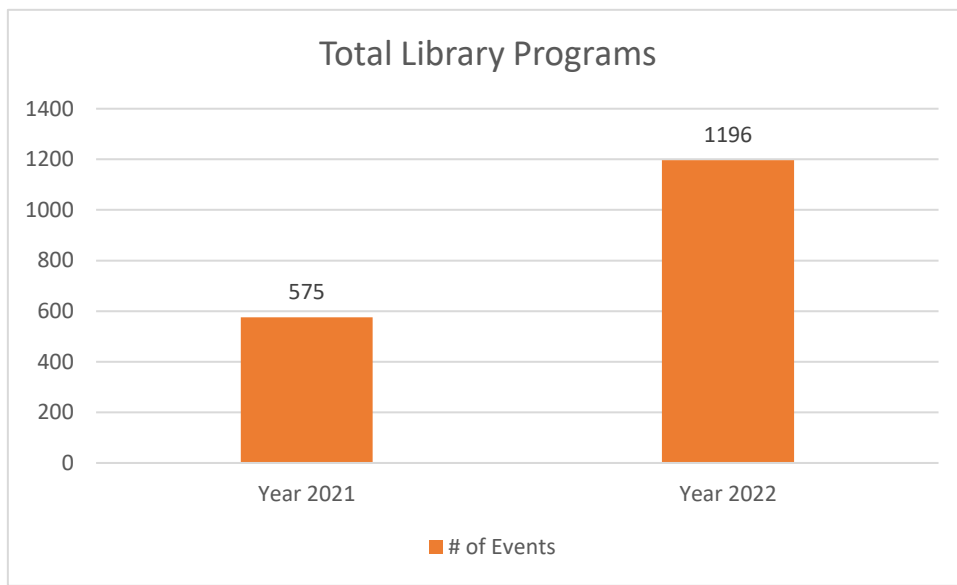
Indicators of success:

- Development of a new program plan that reaches teens 13-17
- Development of a new program plan that reaches seniors 65+
- Development of a new program plan that reaches educators (homeschool, public school, or daycare)
- Increased use of library services and resources by K-12 students
- Increase in the number of new cards issued to K-12 students
- Increased attendance at library programs
- Increased knowledge and awareness of library services to underserved populations: ESL Community, people with disabilities, and Veterans

Achievements	Challenges	Notes on Continuation
<ul style="list-style-type: none"> • Developed a new program initiative – The Murray L. Bob Education Initiative • We re-established a partnership with BOCES to offer HSE classes at the library • Increased teen programming by offering a summer reading program and weekly crafting classes for teens • Created a new partnership with Jamestown High School English teacher Betsy Rowe-Baehr who brings her English 9 and 10 students to the library monthly for programs and library usage – all students received a library card • We worked with the Jamestown Public School's LEAP program to include a library card application in all LEAP 	<ul style="list-style-type: none"> • Managing structured involvement with Jamestown schools and finding the best channels of communication 	<ul style="list-style-type: none"> • We must focus on program development for seniors, ESL residents, veterans, and people with disabilities • In consideration, new Makerspace programs focused on using STEAM materials to create therapeutic activities for seniors, especially those with dementia or memory loss

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<p>applications. As a result, we signed up over 300 elementary school students for library cards during the 2022 Summer Reading Program</p> <ul style="list-style-type: none">• 19,404 attendees at 1196 programs in 2022		
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Goal Two: A well-maintained and innovative library collection that meets the community's educational needs

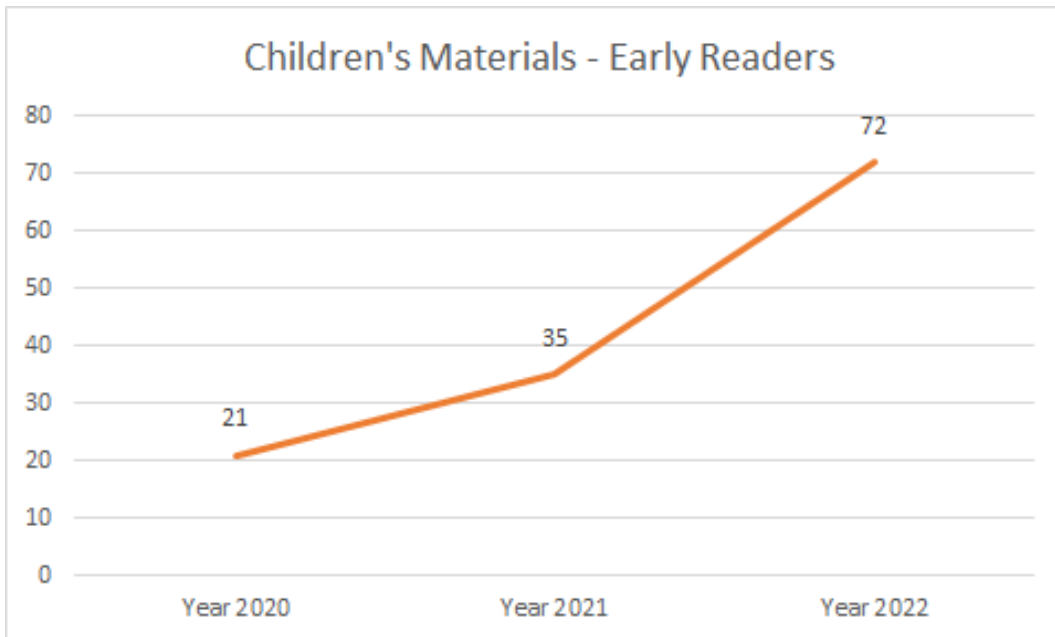
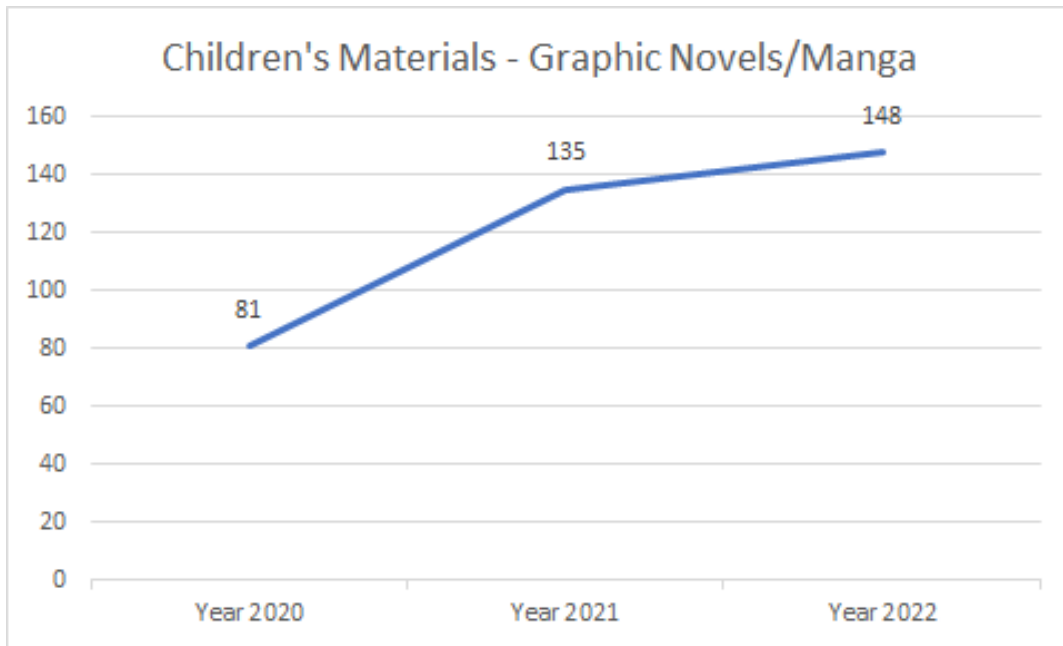
Indicators of success:

- Increase in collection maintenance initiatives
- Enhanced browsing experiences for adult and children patrons
- Increase in digital resources
- Increased commitment of staff to collection acquisitions to ensure diverse perspectives
- Access to non-traditional items for all ages
- Patron feedback and patron/community requests used to inform collection selections

Achievements	Challenges	Notes on Continuation
<ul style="list-style-type: none"> • Added topic bins in the Children's Room • Added New Braille books • Expanded early reader Collection for children • Expanded Manga/Anime Collections • Revamped the early reader collection • Improved the availability of new books • Improved labeling of children's materials • Updated various non-fiction sections • Expanded adult literacy materials • Upgraded magazine storage • Expanded alternative collection to include bike locks and charging cords based on in-library needs 	<ul style="list-style-type: none"> • The rising cost of digital resources • Need for the longevity of digital resources to increase community awareness – requires a financial commitment over multiple years • Limited patron feedback; the need to ensure representative sampling • The ability to modify and improve collection setup is limited by physical space and shelving 	<ul style="list-style-type: none"> • A proposed grant for 2023 is in development to expand non-traditional item collection significantly • Continued evaluation of current digital resources' usage and cost, continued research into new digital options • Ongoing implementation of new collection equipment to improve browsability in the Children's Room (board books and paperback picture books) • The addition of a full-time librarian will allow for increased staff involved in ordering

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Expanded our Graphic Novels and Early Readers collections:



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Goal Three: A library responsive to technology advancement and community and staff technology needs

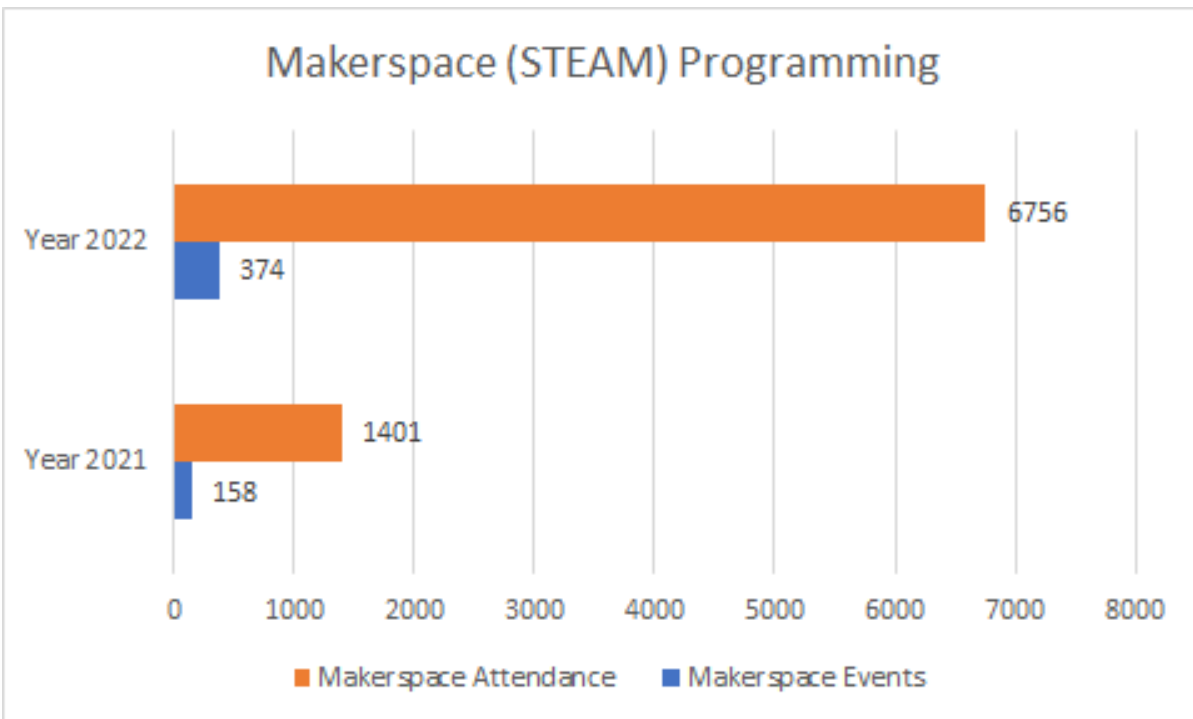
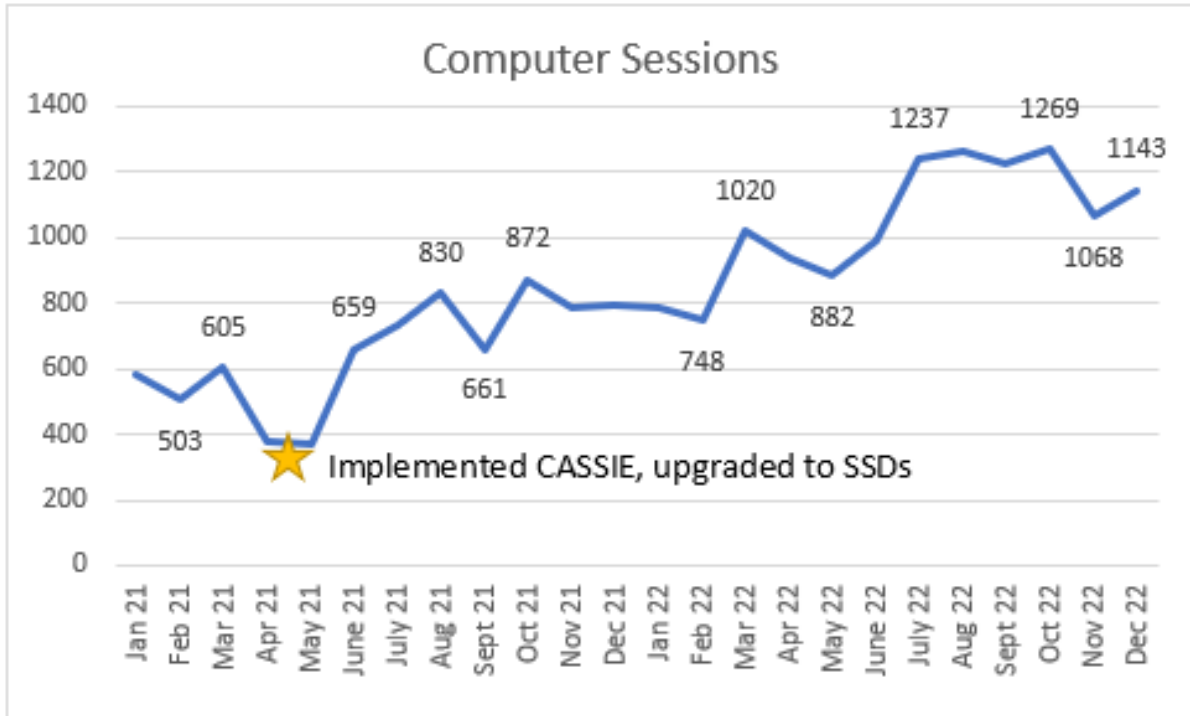
Indicators of Success:

- Streamlined communication with CCLS IT Manager
- Streamlined access to digital resources
- Quicker response by staff to technology issues
- Updated hardware to improve performance and reliability
- Increased participation in technology-based STEAM programming
- Reduced patron complaints regarding computer labs and printing
- Improved audio and presentation quality in meeting rooms and community spaces
- Utilized technology during outreach events
- Updated staff software and hardware to improve performance
- Improved ease of cleaning shared technology hardware
- Enhanced computer use accessibility
- Increased mobile technology options for staff and patrons
- Increased staff training

Achievements	Challenges	Notes on Continuation
<ul style="list-style-type: none"> • Purchased new solid-state drives to increase public and staff computers' speed and memory • Purchased two new Children's Education Stations with LearningBoard keyboards and mice • We purchased keyboard covers for all public and staff computers • Purchased new laptops for outreach programming • Purchased a new printer and copier for the Business Office • Reinstated several adult computer classes (i.e., Working with Excel) • Added a large screen monitor, large print keyboard, and an 	<ul style="list-style-type: none"> • Need improved storage for staff and in-library use technology • Improve tracking of borrowable and in-library use technology 	<ul style="list-style-type: none"> • Computer hardware will need to be upgraded or replaced in the coming years • A redesign of the library's adult computer area and PCC lab should be a priority for future library construction grants

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ergonomic mouse for public use		
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Goal Four: A well-trained and efficient staff that delivers service most effectively

Indicators of Success:

- HR processes updated and improved
- Increased professional development opportunities for staff
- Increased patron satisfaction
- Increased staff communication
- Created and involved staff in various committees

Achievements	Challenges	Notes on Continuation
<ul style="list-style-type: none"> • Increased pre-emptive engagement with patrons has decreased incidents such as conflicts among teens and children • Incidents that have increased include primarily sleeping patrons – not impacting public safety • The revamped onboarding process has improved the efficiency of the hiring process • New training lists and increased training time for new staff have improved staff readiness and knowledge of all procedures • Focused training for staff, such as active shooting and de-escalation, has increased staff confidence • Patrons regularly voice their appreciation to the staff and note the growth of the library in recent years 	<ul style="list-style-type: none"> • The increase in patrons using the library as a warming center has led to an increase in patrons sleeping in the library • HR processes such as onboarding and training are constantly evolving and, therefore, never "complete." 	<ul style="list-style-type: none"> • Staff training lists are an ongoing project as new processes and services require continuous updates to training • Continued prioritization of customer service and communication among staff

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Goal Five: A well-connected library that reaches all community members with impactful library services

Indicators of Success:

- Increased the number of community collaborators
- Develop a new volunteer program
- Recruited new volunteers
- Created new outreach programs
- Tracked how many patrons used library services via outreach.
- Participated in various community events throughout the year
- Staff present/attend community programs/meetings

Achievements	Challenges	Notes on Continuation
<ul style="list-style-type: none"> • Hosted the first Library Community Block Party to celebrate partnerships and raise awareness about nonprofits' collaborative work in Jamestown and the surrounding area • We created a new volunteer application • Participated in several community events, including the Garden Fair, the Jamestown Public Market, Snowflake Festival, Monarch Festival, YMCA Health Kids Day, and several public-school family nights and open houses • A management team member joined the Chautauqua County Department of Economic Growth's Placemaking Committee 	<ul style="list-style-type: none"> • Prioritizing what events to attend is difficult as there are many options and insufficient staff time • Connecting with volunteers after the pandemic has been challenging 	<ul style="list-style-type: none"> • Seek partnerships with organizations that can reach new audiences, such as the Hispanic community, seniors, and veterans • Ensure the volunteers have rewarding and meaningful roles to play within the organization

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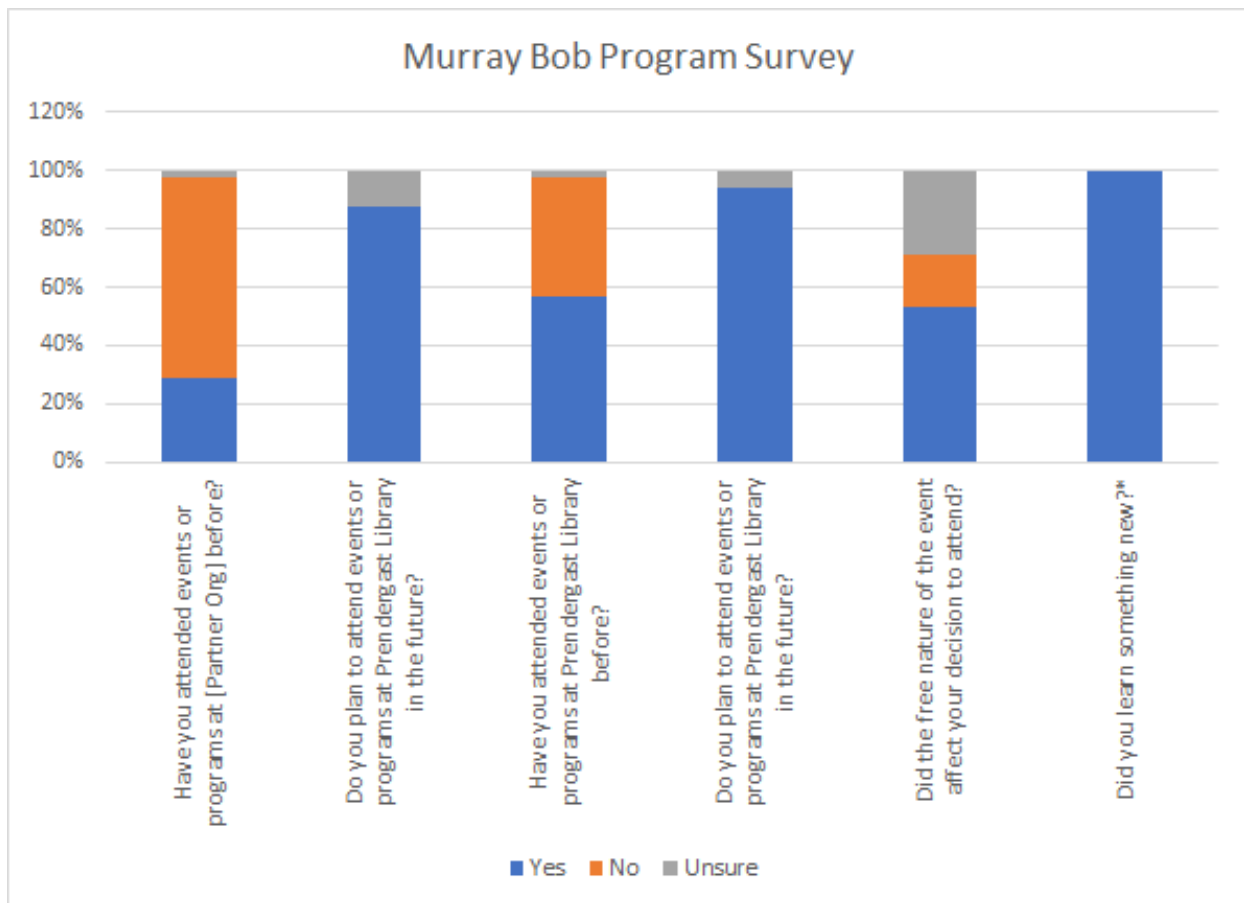
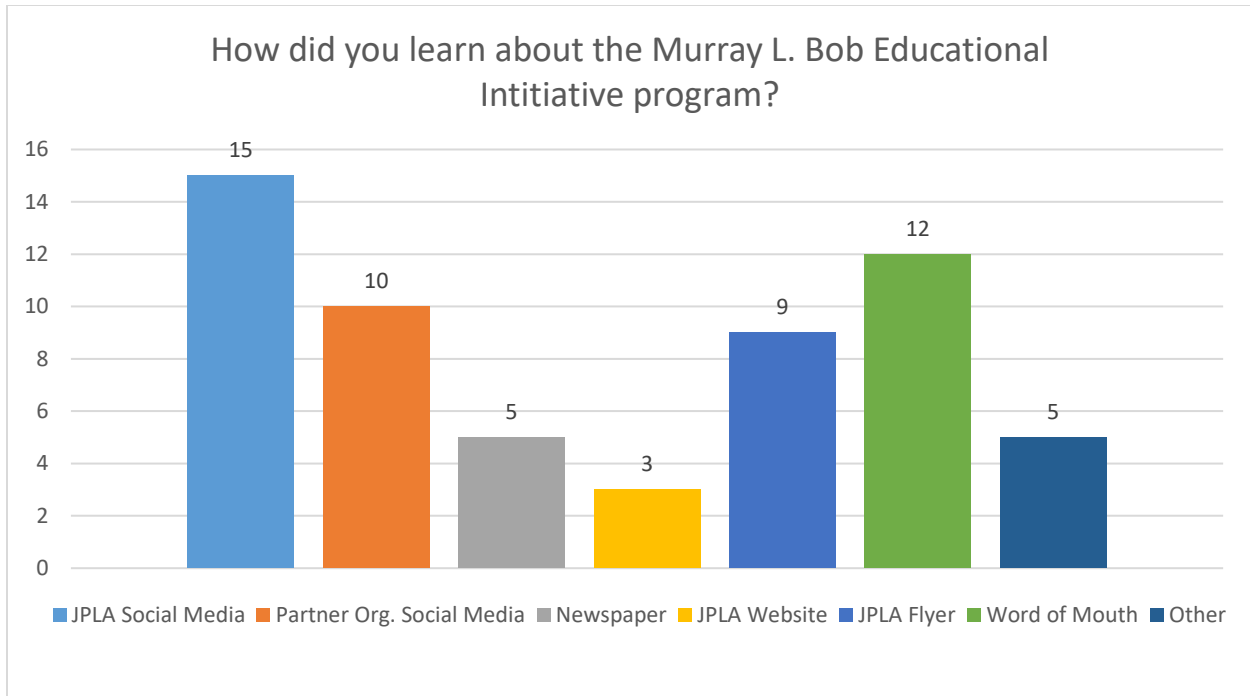
Goal Six: A community that understands the role, services, and importance of the library

Indicators of Success:

- Increased community awareness of library materials, programs, and services
- Increased use of library materials, programs, and services
- Appropriate public relations platforms and content utilized to meet community interests
- Increased level of engagement with library social media accounts
- Strengthened partnerships with community organizations through the cross-promotion of programs and events
- Representation of library staff, volunteers, and patrons in public relations materials

Achievements	Challenges	Notes on Continuation
<ul style="list-style-type: none"> • Recurring social media posts highlighting library collection and digital resources • Juvenile Books are circulating at pre-COVID levels. 20,995 in 2019 and 20,089 (so far) in 2022. (Koha Report 441) • Of Murray Bob Initiative survey respondents, 57% had attended JPLA programs in the past, and 94% planned to attend future JPLA programs. 29% had attended partner organization programs in the past, and 88% planned to in the future • Staff Picks posts highlighting the collection • Created recurring radio programming with WJTN to promote library programs during the 2022 Summer Reading Challenge 	<ul style="list-style-type: none"> • Circulation of physical materials is still below pre-COVID levels 70,345 (Juvenile + Book) books circulated in 2019, and 57,297 circulated in 2022 (Koha Report 441) • PR appearing in external media (newspapers, radio, etc.) depends on an outside organization • Maintaining consistency and branding as multiple staff contributes to PR 	<ul style="list-style-type: none"> • Improve patron representation in PR and include patron voices • Exploration and expansion of information channels, such as distributing flyers to JPS and community organizations, increased radio programming, recurring PR in local papers, and informational outreach at community programs and clubs

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Goal Seven: A library facility that is well maintained and provides appropriate access to relevant services

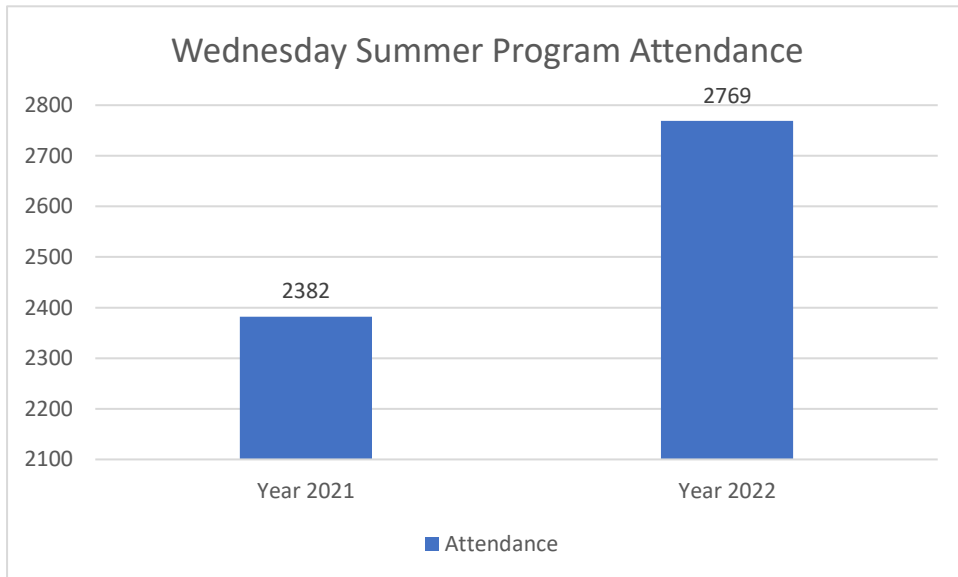
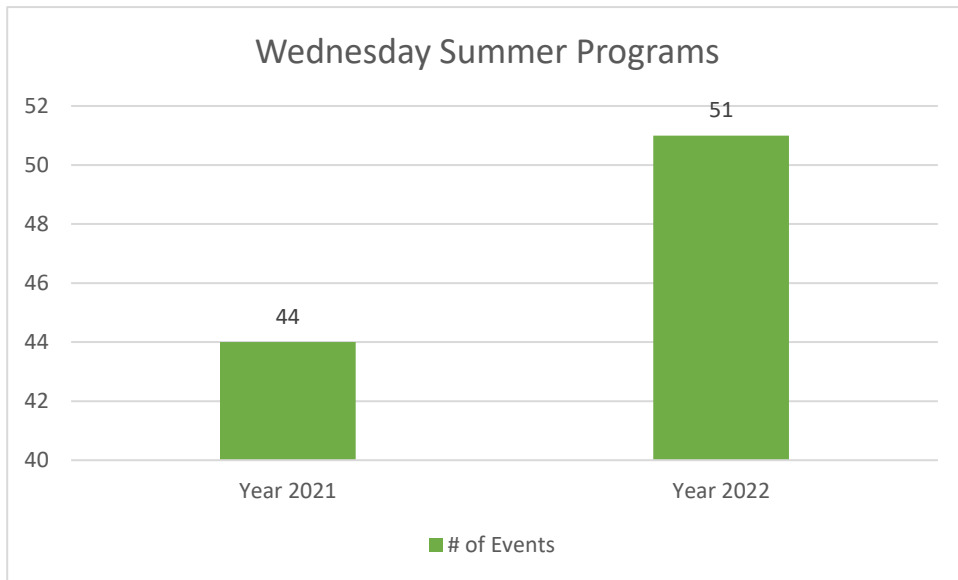
Indicators of Success:

- Upgraded collection storage and display materials
- Redesigned library front lawn to increase outdoor programming and library usage.
- Increased number of outdoor programs
- Improved facility plans that outlined priority projects for Public Library Construction grants
- Redesigned library technology areas that improve accessibility and connection
- Upgraded library maintenance equipment
- Improved the natural landscape to include native species and pollinator plants

Achievements	Challenges	Notes on Continuation
<ul style="list-style-type: none"> • Awarded an NYS Library Construction Grant for a new outdoor patio and walkway in front of the library, and HVAC upgrades • Hosted outdoor drumming workshop on Thursdays • Staff ran the YMCA lunch program outside M-F from June-August • Continued offering the "Wednesdays at the Library" program with outdoor storytelling, games, and activities during Summer Reading • Created a Library Facility Plan that was approved by the board and will be updated yearly • We planted several pollinator plants out in the front of the library, including Milkweed and Black-Eyed Susan • Applied for and awarded a grant to update the library's maintenance equipment, including a 	<ul style="list-style-type: none"> • The library building is 130 years old, therefore upkeep and repairs will always be a priority • Demand for programs is high, so careful consideration is needed before introducing new programs due to staff and budget needs 	<ul style="list-style-type: none"> • Updating the library's DVD shelving area will improve collection accessibility and usage, as well as improve the layout of the library's main floor • Two 2023 grants will address needs for outdoor program and landscaping – seating and native plant gardens

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washer and dryer, vacuum cleaner, and power washer		
<ul style="list-style-type: none">Received a \$15,000 grant to update collection storage, including magazines, children's books, and microfilm		



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Goal Eight: A library that is sustainable for generations to come

Indicators of Success:

- Reduced reliance on the endowment to fund yearly operations
- Improved Booksale processes to increase annual sales
- Created new fundraisers that drew new audiences and increased profits
- Reduced heating and cooling costs by investing in energy-efficient alternatives
- Provided new opportunities for volunteers to assist with fundraising activities
- Created new sponsorship opportunities
- Reorganized the library's grant plan to focus on long-term capital projects

Achievements	Challenges	Notes on Continuation
<ul style="list-style-type: none"> • Introduced a Booksale stamp card that encourages patrons to make a purchase, get a stamp and after five stamps get a free book • Improved Booksale area for easy browsing – new children's bins, outward facing books and displays, and areas with book series, bestsellers and vintage/special books • Created two new fundraisers – the Community Block Party and the Haunted Library – both of which had excellent attendance • Received a NYS construction grant to replace the air handler and update the HVAC system to improve energy efficiency • Welcomed new volunteers at both the Community Block Party and Haunted Library • Created a new sponsorship packet that list events and programs that 	<ul style="list-style-type: none"> • As the library witnesses a significant increase in people using the library and attending programs, more investment in staff and programs is needed, making it difficult to further reduce endowment allocations • Limited space and staff time for the Booksale makes it challenging to keep up with donations 	<ul style="list-style-type: none"> • Focus on reducing the number of grants written and prioritizing larger capital project grants • Implement a new donor database system, track donors/major gifts more effectively to increase annual fund contributions • Focus on donor development and retention • Reintroduce volunteers to the Booksale, to decrease staff time and keep up with cleaning, stocking and donations

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<p>businesses can sponsors – packet was sent out in early 2022 with a return of over \$3000</p> <ul style="list-style-type: none">• Prioritized grant planning and reporting by developing a Grants Implementation Team• Improved communication with donors. For example, personal thank you notes and phone calls		
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