

Cuba Circulating Library

Long Range Plan

January 2021				
Education and Outreach	Lead	Target Date	Progress	Completion Date
<p>Goal: The collection of the Cuba Library is the core service upon which the library is built. The library will grow the collection and increase overall usage of the collection.</p>				
Strive to increase the collection budget	Director	annually	Collection budget was not increased in 2021. Due to the COVID pandemic, we have seen a 41% decrease in circulation. There was not a need to increase the circulation budget at this time.	
Increase the collection budget through seeking supplemental funding from grants, local groups and memorials/honor donations	Director	ongoing	<p>In 2020 we received the following grants and donations:</p> <ul style="list-style-type: none"> • Arts Grant: \$4995 • Manley Grant: \$550 • Census Funding: \$1200 • United Way Grant \$4500 • Friends of the Cuba Library Grants \$6000 <ul style="list-style-type: none"> • PPP Loan \$26,600 • Humanities NY \$500 • PLA Grant: 5 hotspots, Wi-Fi hub, and labor for installation <ul style="list-style-type: none"> • Total: \$44,435 	

Goal: Maintain level of programs while increasing programs to underserved populations				
Adult literacy programs will increase by 10% through partnership with the Cultural Center and Literacy West	Programming committee	in 2020	Due to the pandemic, in-person programming was suspended in mid-March. Although we have been able to hold some virtual programming, adult literacy classes would most useful if held in-person. Director did meet with Cuba Cultural Center director at the beginning of 2020 to start working on this project, but it has been put on pause for now.	
Maintain current children's programs including toddler and pre-school story times, after school story times, tween, and teen and other underserved populations	Director and Youth Coordinator	in 2020	<p>In Jan and Feb, we collaborated with an area homeschool co-op to allow them use of the community room. We received an Arts Grant to fund art classes specifically for the homeschool community. Unfortunately, we have not held the classes yet, but the funding is still available for when we are able to resume in-person programming.</p> <p>Although we could not hold in-person storytimes, we filmed over 70 videos this year in order to provide virtual programming to our patrons. These videos included activities such as storytimes, STEAM activities, crafts, and "What's New" book talks.</p> <p>Programs totals:</p> <ul style="list-style-type: none"> • Adult programs: 89 • Young Adult: 9 • Childrens: 72 • Multi-age: 18 • One-on-one: 65 (this includes Take and Make crafts) 	

Goal: Actively and effectively cooperate with other libraries, local institutions, businesses and organizations to provide broader service to the community

<p>Maintain and grow partnerships with a variety of organizations</p>	<p>Staff, Trustees</p>	<p>ongoing</p>	<p>Although we were not able to attend in person events, we did reach out to partner with a variety of organizations. For Summer Reading, we put together literacy kits to hand out to children in the community. We gave kits out through Head Start, CRCS summer school, the Cuba Baptist Church, and the Cuba Cultural Center. In total, we handed out over 200 bags and 850 books.</p> <p>During the shutdown, we collaborated with the Olean Public Library for our weekly Short Story Book Club. We also helped with a social media campaign for Allegany Libraries, giving patrons the chance to win prizes if they shared why they loved their library.</p> <p>Our Youth Services Coordinator worked with Main Street businesses to organize a Story Walk, from Oct. 30-Nov. 25. For the business Story Walk, we used "I Went Walking". We also shared a Story Walk, "Cat's Colors," on the Greenway Trail.</p>	
<p>Provide robust educational programming for both individuals and businesses</p>	<p>Director</p>	<p>ongoing</p>	<p>We held a few virtual Go To Meeting educational programs, including Suffragists in Allegany County, Susan B. Anthony reenactor, and 102 Years of Cuba History. Both book clubs continued to meet online throughout the year. During the shutdown, we held a weekly Short Story Book Club. During our Summer Reading Program, we had 103 people register who read a total of 16,989 minutes. We also filmed and produced 47 virtual programs during the Summer Reading program.</p>	

Community Space	<i>Lead</i>	<i>Target Date</i>	<i>Progress</i>	<i>Completion Date</i>
Goal: To maintain the physical integrity and historic value while incorporating a well-functioning and energy efficient building that is welcoming and accessible to all				
Have in place an adequate number of electrical and USB outlets	Bldg. & Grounds	by 6/2021	N/A	
Have an inspiring, inviting space where all may learn and enjoy	Special Committee/TBA	5- 10 years	So far, \$3400 in memorial donations has been set aside for the Children's Section project. Director made inquiries with two different organizations who provided sketch up ideas for the section, but neither of them were what we had in mind (too institutional, not childlike enough). Director researched possibility of a tree, and learned that this type of fixture would need to be made at a local level by an artist.	
Have in place a schedule for all necessary building maintenance	Bldg. & Grounds, Director	in 2020		Sept. 2020
Increase tween/teen use of library and computers, explore use of space	Director and special committee	10 years	N/A	
Resources	<i>Lead</i>	<i>Target Date</i>	<i>Progress</i>	<i>Completion Date</i>
Staff				
Goal: Hire and maintain a staff that implements library procedures and services in the allotted scheduled time frame				
Create an assessment tool for staff capacity	Director, Personnel Committee	in 2020	N/A	
Use the staff capacity tool	Director	annually	N/A	
Use staff evaluation tool as a means to measure adequate training and education	Director	annually	All staff attended many hours of online training this year, particularly during the shutdown while we were working from home. It should be noted that all staff learned new tech skills this year, moving well beyond our normal comfort zones.	

Funding

Goal: Maintain current assets and increase funding streams

Create a balanced, realistic budget	Director, Finance Committee	annually	Completed. Budget was not increased from 2020 to 2021. This was largely in consideration to the members of our community and the economic impact of the pandemic.
Grant research and grant writing	Director, Youth Coordinator	annually	See above
Promote the library as a worthy recipient of gifts/endowments	Director, Trustees	1 - 2 times year	N/A
The library will host fundraiser events as planned by joint venture with the Friends of the Library	Director, Trustees, Friends	as needed	We received \$7,359 in memorial donations. Director worked with Friends of Cuba Library to hold two fundraisers during the shutdown: Sidewalk Book Sale for Cuba Garlic Festival, and Purple Chair Auction. Director held Facebook Fundraiser in conjunction with Giving Tuesday, raising \$475. Library website Memorial Donation page updated to include a button for PayPal donations. We created an account through Tee Spring to sell library merchandise. The library earns a profit of approximately \$4 per item sold.

Technology				
Goal: Maintain current technology devices and proactively implement upgrades and services				
Develop assessment tool for technology	Technology Committee, Director	in 2020	Director is working with IT Consultant to develop this timeline.	
When compared to previous year, technology education will show an increase	Director	starting in 2020, annually	We started a series of adult education programs for computer basics. Unfortunately we were only able to hold 2 sessions before we had to shutdown for the pandemic. We were able to hold a total of 56 one-on-one tutoring sessions. This is a decrease of 43%. We only allowed for one-on-one tutoring for about half the year, given the nature of the pandemic	
The level of technology available at the library is evaluated	Director, Technology Committee	annually	<p>Through the Manley Grant, we were able to add several new pieces of technology to the library this year. We have a mobile media lab, including a laptop and software for editing video footage, a DSLR camera, microphones, tripods, and lights.</p> <p>We install an additional Wi-Fi hub on the west outside of the library. This hub extends our Wi-Fi signal by 300 feet. We also promoted the use of the five Wi-Fi hotspots which were added to circulation at the end of 2019. The hotspots have circulated 117 times.</p>	