

# Cuba Circulating Library

## Long Range Plan 2019

**\*\* Jan. 2022 progress notes\*\***

### **Education and Outreach**

**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.*

**Action:** *Increase collection budget annually*

*Completion looks like/timeline: Strive to increase the collection budget/annually*

**2022:** Collection budget was increased in 2022.

**Action:** Seek supplemental funding

*Completion looks like/timeline: Increase the collection budget through seeking supplemental funding from grants, local groups and memorials/honor donations/ongoing*

**2021:** In 2021 we received grants that allowed us to purchase additional items, such as the Lions Club grant for audiobooks and the United Way grant for Early Literacy materials. In 2021 we received the following grants and donations:

- Restart the Arts: 4500.00
- Manley: 8314.80
- United Way: 3750.00
- Friends of the Cuba Library: 3000.00
- Libraries Transform Communities: 3000.00
- STLS Outreach: 736.00
- Patriot Digitization: 8000.00
- Lions SEE: 500.00
- Allegany Area Foundation: 327.00

**Total grants in 2021: 32,127.80**

**Goal:** *Maintain level of programs while increasing programs to underserved populations*

**Action:** *Outreach at the Cultural Center, plan programs on adult literacy*

*Completion looks like/timeline: In the next year, the number of adult literacy programs will increase by 10% through partnership with Cultural Center and Literacy West/one year*

**2021:** We held 63 one-on-one tech tutoring programs throughout the year. We also held 20 book discussions throughout the year. One of these book discussions was a One Community Read, in partnership with the Cuba Cultural Center. We also held a Charity and Justice talk, featuring Suzanne Krull, the director of the Cuba Cultural Center.

**Action:** *Identify underserved populations such as home schoolers.*

*Completion looks like/timeline: Maintain current children's programs including toddler and pre-school story times, after school story time, and tween programs. Increase services to tweens and other underserved populations/one year*

**2021:** Due to the ongoing pandemic, we have not pursued further partnership with homeschooling families. We continue to reach out to these families individually when they come to the library, and notify them of new services we offer, such as the STEAM kits.

Programs totals:

- Adult programs: 87
- Young Adult: 3
- Childrens: 86
- Multi-age: 124
- One-on-one: 76 (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.*

**Action:** *Attend events, festivals, services, businesses, etc. as a way to seek opportunities for local partnerships which will reach more community residents.*

*Completion looks like/timeline: Maintain and grow partnerships with a variety of organizations/ongoing*

**2021:** We have partnered with other Allegany County libraries for a couple of grants this year. One example is the Vaccination Confidence grant, which was an effort to promote community members to get the COVID-19 vaccination. This involved filming three social media promotional videos, as well as handing out pins, card holders, and book marks to the community. Cherilyn also partnered with other STLS libraries to run a virtual chess club.

We participated in Dairy Days (Tina worked the dunk booth on Friday night, and we had a petting zoo and booth in front of the library on Saturday), Garlic Festival (booth both days), and Small Town Christmas (photos by the fireplace). Tina

joined the Lions Club and has been invited to sit on the board of the Senior Foundation.

Cherilyn partnered with CRCS Elementary School for Summer Reading. This partnership provided opportunity for Cherilyn to do a weekly storytime with all the summer school classes, as well as hold library events on the front lawn of the school. This was a great partnership, and greatly increased our relationship with the school, as well as attendance at library events.

Cherilyn also held a series of virtual Community Helper story times, where she featured members of the community reading stories. These videos featured a member of the police department, a dentist, a veterinarian, and the director of the Cuba Cultural Center.

**Action:** *Provide educational opportunities to local businesses and individuals, seek partnerships with organizations which may occur monthly.*

*Completion looks like: Provide robust educational programming for both individuals and businesses/ongoing*

**2021:** Our program offerings are still not up to pre-pandemic levels. However, we did offer a variety of art classes this year, such as architectural watercolors with Lisa Robinson, and 102 Years of Local History with Dave Crowley and Tom Taylor, and the Language of Flowers with the Genesee Country Museum.

## **Community Space**

**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*

**Action:** *Update, increase electrical, and USB outlets on the main floor, secure funding, determine optimal locations*

*Completion looks like/timeline: Have in place an adequate number of electrical and USB outlets/18 months*

**2021:** N/A; Flood recovery took precedence.

**Action:** *To change/update the children's section, making it more inviting and user-friendly. Secure funding, research and select new furniture, etc.*

*Completion looks like/timeline: Have an inspiring, inviting space where all may learn and enjoy/5 – 10 years*

**2021:** Tina mailed invitations to nine architectural firms to submit Qualification Based Proposals. These are due to the library by Feb. 15, 2022.

**Action:** *Develop a building maintenance plan. Research other plans, work with building and grounds committee to develop a listing, gather information that will need to be included.*

*Completion looks like/timeline: Have in place a schedule for all necessary building maintenance/1 year*

**2020:** completed

**2021:** Building maintenance complete includes cleaning outside of building, installing new landscaping in front and on west side of library, installing two sump pumps and drainage system in community room, replacing handicap lift, painting foyer, halls, community room, and children's room. Installing new floors and dry wall in community room and children's room. Held an Open House to showcase the updated building to the community.

**Action:** *Develop a tween/teen computer space. Promote laptop circulation and explore ideas for better use of space.*

*Completion looks like/timeline: Increase tween/teen use of library and computers/10 years*

**2021:** Plans for new teen/tween space are included with the Children's area redesign. We did move a TV, Xbox, and Nintendo Switch to the Teen room and have seen an increase in use of the teen area.

**Resources** *The library will manage available and potential resources to maximize service to the community*

**Goal (Staff):** *Hire and maintain a staff that implements library procedures and services in the allotted scheduled time frame*

**Action:** *Develop an assessment for staff capacity*

*Completion looks like/timeline: Assessment tool for staff capacity/one year*

**2021:** Adopted Director Evaluation Policy. Utilized policy to administer director's annual evaluation.

**Action:** *Assess staff capacity using developed tool*

*Completion looks like/timeline: Use staff capacity tool/annually*

**2021:** N/A

**Action:** *Provide adequate training and education for staff to ensure that services are professionally delivered in a compassionate manner.*

*Completion looks like/timeline: Use staff evaluation tool as a means to measure adequate training and education/ongoing*

**2021:** All staff attended many hours of online training this year. Cherilyn, Tina, and Shauna attended the annual ARSL conference in person. Tina held staff development day in June, where staff talked about freedom of information, basic tenants of librarianship, and customer service.

**Goal (Funding):** *Maintain current assets and increase funding streams*

**Action:** *Develop an annual budget that meets the needs of the community while considering financial impact on that community*

*Completion looks like/timeline: A balanced, realistic budget is created/annually*

**2021:** Completed. Board voted to move all funding to tax levy, removing burden on town and village.

**Action:** *Seek outside funding such as grants and awards*

*Completion looks like/timeline: Director and/youth coordinator include grant research and writing as part of duties/ annually*

**2021:** See above

**Action:** *Promote gift/endowment planning to the community*

*Completion looks like/timeline: One or two promotions (articles, ads, events) promoting the library as a worthy recipient of gifts/endowments/annually*

**2021:** N/A

**Action:** *Host fundraising events based on opportunity and financial need in support of the Friends of the Cuba Circulating Library, Inc.*

**2021:** Collaborated with Friends for book sales and cookie sales. Major fundraising campaign was held for Flood Recovery, raising over \$25,0000.

**Goal (Technology):** *Maintain current technology devices and proactively implement upgrades and services.*

**Action:** *Develop assessment for devices/lifespan*

*Completion look like/timeline: An assessment tool for technology is available/ one year*

**2021:** N/A

**Action:** *Increase tech education time*

*Completion looks like/timeline: When compared to 2019 technology education time, an increase is seen/ one year, ongoing*

**2021:** We attempted to hold a series of technology literacy classes, but there was no interest. We continue to hold one-on-one tech tutoring.

**Action:** *Explore new technology and continue to update current technology*

*Completion looks like/timeline: The level of technology available at the library is evaluated annually.*

**2021:** Manley grant allowed purchase of new laptops for Tina and Cherilyn. It will also cover purchase of six new public use computers, as well as an interactive digital sign.