



## Galway Public Library

P.O. Box 207  
2112 East Street  
Galway NY 12074

### Strategic Plan Long Range

Term 2019 through 2024

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Library Board of Trustees 2020-2021

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## Executive Summary

The Galway Public Library has developed a Five-Year Strategic Plan to guide the library as it transitions to a new building in September of 2019. With the increased opportunities offered at the new site, the plan looks forward with the designing of programs, obtaining materials, developing its technology and serving an expanding community.

The Introduction presents how the plan was developed and reviews the history of the library.

The Demographics indicate the area we serve and the library schedule.

The Mission Statement, Vision Statement and Value Statement allow the community to understand the perspective from which the plan was developed as well as to appreciate decisions that will be considered as we move forward with the goals established within the plan.

The Goals targeted in the Plan are intended to respond to the needs of the community as well as the financial needs of the library in the upcoming years. A survey designed to enlist the assistance of the library community in determining what programs, services, and materials should be considered in the future, was available via mail and online through the website. Opportunities to respond were also offered at town events and at the library.

Approval of the Board of Trustees officially implements the plan presented in this document. Goals will be monitored and assessed as indicated within the plan. A new plan will be developed at the end of the plan term.

This Plan is scheduled for review 12 months from the adoption of the Plan and annually thereafter for the term of the Plan. The annual review will be completed by a LRP Review Committee comprised of the following:

- The original members of the Long Range Planning Committee with a minimum of five members participating in each review. If five members of the committee are not available, the Chairperson of the Committee (Board Member) will recruit patrons of the library community as necessary to reach the required number (5) to perform the review.
- The Library Director and library staff as directed by the Director.

This Committee will review the Goals within the Plan for action and accomplishments utilizing reports and information as stated within each Goal (Measurement/Evaluation). A summary report will be submitted to the Board of Trustees within 30 days of the review. The report may include suggestions for revising goals, objectives, and/or action steps.

The Board of Trustees will consider the annual review report and suggestions and adopt changes as deemed appropriate.

## **I. Introduction**

### **A. Planning Summary**

In the spring of 2019, the Library Board of Trustees appointed a Long Range Planning (LRP) Committee consisting of twelve members of the library community. The committee was charged with developing a new five-year strategic plan to coincide with Galway Public Library's much anticipated move into a new building opening September 23, 2019.

The first LRP Committee meeting was held March 13, 2019. Subsequent monthly meetings were held through November 2019, with additional meetings scheduled as needed. To comply with NYS Standards for Libraries, the first order of business was to create and distribute a survey to ascertain the wishes of the community. With the assistance of Saratoga County Prosperity Partnership, both printed and online surveys were created. The printed survey was included with the annual newsletter mailing and available at the library. A link to the online survey was posted on the library website and in the weekly email newsletter. Over the following months, survey results were tabulated by the Committee and are available at the library. The survey was closed in November with 165 respondents—89 paper, 76 online.

The Long Range Plan contains input from the community, LRP Committee, Director, and Board of Trustees. The Plan was written to reflect the "face" of the new library which will promote the following:

- Welcoming and meeting needs of the entire library community
- Expanding its vision to be increasingly visible and involved in the community
- Developing the scope of information available relative to culture, education, recreation, creativity

### **B. History of Galway Public Library**

The Galway Public Library opened July 2, 1998. The Galway Library was initially located in the main room of the IOOF Hall located at 5264 Sacandaga Road in the town of Galway. In May of 2000, with monies from a \$35,000 legislative grant, the Town of Galway purchased the IOOF Hall for the express use as a Town library.

The library initially was run by volunteers. A library coordinator was hired in August 1999. In July 2000, the library became a New York State chartered public library.

In June 2007 a referendum to form a school district public library was passed and the provisional charter was received in October 2007. What the formation of the school district library accomplished was stable and equitable funding from those who used the library. It also provided the public the opportunity to elect the library trustees and vote on the annual budget. In the spring of 2008 the Town of Galway deeded the library property to the library.

Due to the success of the library, as well as the limited space available to respond to growing community needs, the need for a larger physical space became prominent in planning for the future. In September 2013, following consideration of 12 available properties, the Library purchased 12.8 acres at 2112 East Street in the Village of Galway with funds from a NYS Construction Aid grant and the Dockstader Charitable Trust.

A Public Referendum for a bond of \$1,800,000 for the public portion of the funding of the new library building was presented to voters on September 23, 2015. The cost of the project was \$3,142,000, with the remaining amount to be provided by other sources such as grants and private funding. The referendum was defeated.

Major revisions were completed on the library plans to effectively reflect the community's comments and concerns. As a result, a second Public Referendum for a \$1,150,000 bond was approved by Galway taxpayers June 14, 2017. Final cost for the approximately 6,000 square foot building was approximately \$3,000,000.

The library held its official Groundbreaking Ceremony on June 30, 2018 at the future site of the library's new building.

Major funding gifts have been received from The Dockstader Charitable Trust, Stewart's Shops/the Dake family, the William Gundry Broughton Charitable Foundation, the Ballston Spa National Bank, the John Ben Snow Memorial Trust, the JM McDonald Foundation, Charles R. Wood Foundation, GE Foundation, the Galway Preservation Society and the Friends of the Galway Public Library. The Board of Trustees continued to seek grants and encouraged donations to the New Building Fund Drive.

The Grand Opening of the new library was celebrated on September 21, 2019.

## II. **Demographics**

**Type of Library:** Public School District

**Chartered Population:** 7,029

**Counties:** Saratoga, Fulton, Montgomery, Schenectady

**Library Hours (36/week):**

Monday, Tuesday	10:00 a.m. – 6:00 p.m.
Wednesday, Thursday	2:00 p.m. – 8:00 p.m.
Friday	2:00 p.m. – 6:00 p.m.
Saturday	10:00 a.m. – 2:00 p.m.
Closed Sunday	

**Library materials circulated in 2018:**

Library materials circulation: 22,932  
Interlibrary loans, materials borrowed from other libraries: 3,364  
Interlibrary loans, materials loaned to other libraries: 4,518

Programs held: 228  
Program attendees: 2,083

**Major sources of 2019-2020 funding:**

Fees and book sales	\$3500
Gifts and donations	\$1000
Local appropriations*	\$184,680
<b>TOTAL</b>	<b>\$189,180</b>

*\*Local appropriations are obtained through taxes levied on all taxable real property within the Galway Central School District.*

**III. Vision Statement**

Our vision is to be deeply integrated in the community in the following ways:

- Serve as a first choice for information;
- Promote partnerships with the library;
- Foster freedom of information;
- Facilitate development of a literate and informed community with free and equal access to our facility and varied resources.

**IV. Mission Statement**

To connect the community to ideas, resources and information that will enrich, enlighten, and entertain.

**V. Values Statement**

**Access** – We value access to information resources regardless of format and believe they should be readily and equally accessible to all patrons.

**Community** – We value our community! We strive to engage with all of our community and welcome the opportunity to connect or assist community groups in any way we can.

**Education and Lifelong Learning** – We value education and the lifelong pursuit of learning and always strive to offer educational experiences and programs that are accessible to our patrons should they choose to take advantage.

**Excellence** – We value quality work, positive attitude, integrity, compassion and tolerance and strive to earn the trust and confidence of all our patrons and to exceed their expectations.

**Service** – We value an environment that supports creativity and diversity and strive to maintain a comfortable inviting place to take advantage of all our resources.

## VI. Goals

### A. *Expand collaboration with the community*

We will partner with community groups and district residents to develop and sustain opportunities and resources that will promote our mission.

Objective	Measurement/ Evaluation	Action Steps	Resources Needed
<b>Provide meeting and community gathering spaces</b>	Track use of meeting spaces	Promote public awareness of availability of meeting and gathering space	Director/Web master Descriptions of available spaces on website
	Track use of on-line reservations	Develop and implement online reservation system library website	Director/Web master
	Board-approved Policy	Develop policy for use of meeting spaces	Director, Board
	Outdoor Pavilion for programs and events	Develop a plan for construction of outdoor pavilion behind the library	Director, Board
<b>Develop stronger connection with Galway Central School</b>	Track bused students	Implement after-school drop-off at library	Staff to act as liaison with Galway Central Schools
	Track class tours	Offer class tours early in school year	
	Track hours of student volunteers	Develop student volunteer program	
	Track tours/reception	Offer tour/reception for faculty, admin., School Board, PTSA	
<b>Diversify demographic</b>	Partnership/permission from Lions Club and Food Pantry to offer service	Partner with Galway Food Pantry <ul style="list-style-type: none"> <li>▪ Provide activities for or read to children at the Pantry while parents shop</li> </ul>	Post pantry children's activity time at the food pantry—Staff, Volunteer Volunteers to provide activities for children  Identify/prepare information to
	One time per month visit, hours TBD	<ul style="list-style-type: none"> <li>▪ Encourage Pantry patrons to visit library</li> </ul>	

Objective	Measurement/ Evaluation	Action Steps	Resources Needed
		<ul style="list-style-type: none"> <li>▪ Offer application for library card while at Pantry</li> <li>▪ Post library programs on pantry bulletin board</li> <li>▪ Develop flier available to take home</li> <li>▪ Note: consider placing schedules/info in shopping bag</li> </ul>	distribute—Director, Staff, Volunteer
<b>Expand number and tasks of volunteers</b>	Track volunteer numbers and hours	<p>Implement a volunteer program for maintenance/improvement of building and grounds</p> <p>Book sort and clerical tasks</p> <p>Develop advocacy opportunities</p>	<p>Identify tasks and schedules overseen by Building/Grounds Chair, Committee, Director</p> <p>Director, Staff</p> <p>Identify opportunities, venues, schedules—PR Committee, Director</p>
<b>Provide community information to patrons</b>	<p>Bulletin board maintained</p> <p>Track service events and attendance</p> <p>Track events and attendance</p>	<p>Create/maintain community bulletin board</p> <p>Offer one-day community service events such as health care screenings, car seat inspection/installation health fair</p> <p>Seasonal or twice-yearly reception for new residents with representatives from other community groups</p> <p>Develop Business Directory</p>	<p>Develop guidelines for community bulletin board—Board, Director</p> <p>Contact agencies and individuals to offer services—Director, Staff, PR Committee</p> <p>PR Committee, Director</p>



Objective	Measurement/ Evaluation	Action Steps	Resources Needed
	Completion and distribution of Directory	within school district from GGT on-line resource	Director, Staff, Volunteers
<b>Increase visibility of “Galway Get Together” (GGT)</b>	Monitor on-line and printed distribution  Monthly reports of Town Board meetings in GGT	Continue to offer/expand free listing for businesses within library community (school district)  Include calendar of library programs  Seek volunteers to attend Town Board meetings and write reports.	Contact person(s) responsible for preparation of publication via Director  Director, PR Committee
<b>Provide library resources/services to homebound library patrons.</b>	Track delivery and circulation volume  Track requests and services provided	Develop home delivery program/schedule  Offer reading services to homebound library patrons	Establish liaison with Saratoga County Office of the Aging, Food Pantry-- Director, Staff, Volunteers  Director, Staff, Volunteers
<b>Host events that promote community services</b>	Track attendance	Offer one-day recruitment or promotional event for: fire/emergency services, Lions, Scouts, churches, library volunteers/Board members	Invite local non-profits and service organizations—PR Committee, Director
<b>Continue/expand fine-forgiveness program</b>	Fine forgiveness program is in place one month a year (early Spring suggested)	Forgive fine when patron brings non-perishable food item to be donated to Galway Food Pantry	Director, Staff
<b>Increase Public Relations</b>	Yearly event to thank volunteers  Name tags visible  Program brochures developed and distributed at local businesses	Recognition of volunteers  Name tags for staff and regular volunteers Name tags for Trustees for library community events  Create program brochures for community distribution	PR Committee, Board  Purchase by Director with Board approval  Director, Staff, Volunteers

Objective	Measurement/ Evaluation	Action Steps	Resources Needed
<b>Develop programs in cooperation with community groups—e.g. GPS, GVFC, GEMS</b>	Programs Implemented	Contact local community groups to collaborate	Director, Staff, Volunteer

**B. *Increase usage of library by entire library community (expanded demographic)***

We will monitor our facility and resources to ensure all community demographics are being adequately served and increase our efforts to respond to the needs of each demographic group.

Objective	Measurement/ Evaluation	Action Steps	Resources Needed
<b>Increase teen use of library</b>	Track attendance for teen programs  Track participation	Meet teens where they are by providing: <ul style="list-style-type: none"> <li>▪ Tech support</li> <li>▪ Tutoring</li> <li>▪ Peer homework assistance</li> <li>▪ Create “Library Club”</li> </ul> Offer one to two regularly scheduled “Teen Nights” per month, for example: <ul style="list-style-type: none"> <li>▪ Movies</li> <li>▪ Board games</li> <li>▪ Music</li> <li>▪ Open mic</li> </ul>	Staff or volunteer to provide services  Staff, Volunteers, Donations for refreshments
<b>Serve as a gathering place for arts and culture</b>	Track events and attendance	Art shows Variety Night Poetry Night Concerts Films	Advertise opportunities for participation with assistance of PR Committee, Grants
<b>Increase circulation of “non-reading” materials</b>	Track	Expand materials to include loan of such items as: <ul style="list-style-type: none"> <li>▪ Tools</li> <li>▪ Sports equipment</li> <li>▪ Cake pans</li> <li>▪ Lawn/garden equipment</li> <li>▪ Tech</li> </ul>	Donations, Grants

Objective	Measurement/ Evaluation	Action Steps	Resources Needed
<b>Provide technology assistance for all patrons</b>	Track individual tech support & classes	Implement “how to” tech & classes help for: <ul style="list-style-type: none"> <li>▪ preschoolers,</li> <li>▪ elementary students</li> <li>▪ adults</li> <li>▪ seniors</li> </ul>	Staff, Volunteers  High school (techie) student volunteers
<b>Connect seniors with teens and children</b>	Track attendance	Implement reading programs: <ul style="list-style-type: none"> <li>▪ seniors to children/teens</li> <li>▪ children/teens to seniors</li> </ul>	Director, Staff, Volunteers
	Track participation	Implement “Homework Helpers” opportunities	Director, Staff, Volunteers
<b>Offer Monthly General Interest Programs</b>	Track attendance	Offer at least one program per month— e.g. history, travel, natural science, gardening	Director, Volunteer Presenters
<b>Collaborate with other libraries</b>	Track shared programs	Partner with other libraries to bring in special programs, authors, etc.	Director, Staff

**C. Stay current with technology**

We will ensure our technology resources serve the ongoing needs of the community

Objective	Measurement/ Evaluation	Action Steps	Resources Needed
<b>Obtain 3D printer</b>	3D printer on site	Identify available grants and/or other funding	Grant Committee, Director
<b>Virtual Reality Headsets</b>	Headsets obtained	Identify available grants and/or other funding	Grant Committee, Director
<b>Remain aware of need and availability of other equipment to offer most current technology</b>	New technology equipment on site	Director and staff stay current	Grant Committee, Director

**D. Maintain adequate financial resources for library**

We will pursue opportunities to protect the financial stability of the library as well as supplement the current revenue streams.

Objective	Measurement/ Evaluation	Action Steps	Resources Needed
<b>Library revenue supplementation</b>	Additional annual revenue	Develop/pursue funding resources	Grant Committee, Director
	Additional revenue	Develop a budget for funds the library needs and advocate for support.	Director, Advice from Finance Committee
	Additional revenue	Reminder in newsletter & website for memorial and "in honor of" gifts	Director, Web master
	Materials obtained	Continue dedicated donation box	Director Website updated, Web master
	Shared programs tracked	Maintain donation "wish list" on website Partner with other libraries to bring in special programs, authors, etc.	Staff, Director
<b>Install solar energy source</b>	Monitor annual energy costs	Pursue options for green energy, solar	Grant Committee, Director
<b>Establish Library Endowment during the term of this 5-year plan</b>	Endowment in place, (interest received from investment)	Establish Endowment Committee with board member & volunteers. Designated donations for endowment fund Info & donation link on website	Board approval Director, Web master

**E. *Develop library's role as environmental steward of its building and property.***

We will pursue opportunities to develop/maintain the responsible use and protection of the natural environment through conservation and sustainable practices.

Objective	Measurement/ Evaluation	Action Steps	Resources Needed
<b>Environmental stewardship</b>	Note patrons taking time to enjoy outdoor space(s)	Green space around library to include trail system	Neighbor mows trail
	Maintain meadow	Fall only, brush hog meadow	Director, Building and Grounds Committee
	Cost savings and "green" maintenance	Monitor need for mowing	Director, Building and Grounds Committee
	Note success	Ongoing recycling and reuse	Director, Staff, Volunteers
	Track programs	Informational programs for community	Director
	Trail in place, community members using it	Plan and develop a trail at west end of first field behind the library	B&G Committee, Volunteers