



Emma S. Clark Memorial Library

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"The Heart of the Three Village Community"

EMMA S. CLARK MEMORIAL LIBRARY MASTER PLAN FOR LIBRARY SERVICE 2022 - 2026

Preface

This plan assumes that the Library should be one step ahead of the public in the services it offers and two steps ahead of the public in the services it plans.

It further assumes that in the coming years the library will pay attention to maintaining what is going well, developing new ways of doing things, initiating new services and eliminating obsolete or ineffective services.

Changes in the information technology environment are coming so rapidly that exact strategies must evolve as the changes occur and their impact on society in general and our patrons in particular manifests itself. To guide this ongoing evolution, the Library must have an explicit statement of organizational values and role definitions.

Service Values

The Emma S. Clark Memorial Library values library services which:

- Are used.
- Are high quality.
- Acknowledge and accommodate the diversity of our community.
- Make effective use of technology.
- Reflect acceptable customer cost in time or money.

To provide such service we commit to questioning conventional wisdom and to effective decision making based upon proactive planning and support for experimentation, risk-taking, creativity and flexibility.

We also commit to effective collaboration and communication with the Three Village Central School District, other libraries in Suffolk County, community organizations and our user public.

We recognize the importance of a strong collection in a variety of formats, a continuing emphasis on effective uses of technology and attracting and maintaining a competent, well-trained staff who share our service values.

Commitment to Staff

Participation, cooperation and communication have always been stressed at the Emma S. Clark Memorial Library. There is a shared understanding of what it means to be good.

There are certain assumptions that will guide human resource decisions over the next five years:

- Electronic access will allow more customers to help themselves to information resources either at the Library or from their homes or workplaces.
- Information services staff will act as navigators or intermediaries helping clients to make effective uses of resources in all formats with a strong leadership/instructional role in electronic formats such as the Internet.
- The demand for traditional library services will shift but not disappear, as the importance of library programs and “library as place” increases.

The planned responses to these human resource issues include the following:

- Commitment to hiring and supporting a well-trained, enthusiastic public service staff as essential to the provision of good library service.
- Commitment to open communication.
- Library-wide implementation of effective teamwork to make decisions and accomplish goals.
- Commitment to valuing and rewarding flexibility, initiative, creativity, risk-taking and competence.

Primary Role #1: Information and Learning Support Center

Definition: Negotiate, identify and deliver timely information to individuals of all ages with a variety of needs including but not limited to factual requests, career and job development and self-directed learning.

Special efforts should include the following:

- Providing information in a wide range of subject areas in a variety of formats.
- Providing information by remote access through the Internet.
- Continuing our instructional role (both individual and group) in technology applications.

Primary Role #2: Children's Support Center

Definition: Library services to children, birth through 6th grade, and their parents, caregivers and teachers will encourage children and caregivers to develop and maintain a habit of regular library use. As a Children's Support Center, the Library recognizes its special role as one of the first providers of educational and social opportunities in a child's life and that children in this age span progress through a broad range of cognitive, emotional and physical abilities.

Special efforts should include the following:

- Provide developmentally appropriate materials and services which promote children's language skills, reading readiness and emergent literacy and expand the child's awareness through vicarious experiences, role model identification and problem solving.
- Incorporate the research and educational resources provided by future technologies and provide instruction in their use.
- Provide parents, teachers and caregivers with resources and services to support their efforts to develop children's interests, experiences and knowledge.
- Work with other agencies and organizations in their efforts to promote public library use for school readiness and reading readiness.
- Serve as a Clearinghouse for information and agencies serving children, parents, caregivers and families for interagency as well as patron use.

Primary Role #3: Popular Interest Support Center

Definition: Provide timely access to materials which are requested, wanted and/or anticipated by many individuals of all ages.

Special efforts should include the following:

- Popular materials in a variety of formats valued by a wide group of patrons.
- Materials valued by a targeted market segment such as students, immigrants, jobseekers, etc.
- Fiction and non-fiction collections arranged to facilitate browsing.
- Readers' advisory services.
- Nonfiction and research tools including digital databases for self-directed learners.
- Materials which depict the human experience for readers, viewers, and listeners of all ages.

Primary Role #4: Community Center

Definition: Provide an attractive, pleasant and welcoming environment in which Three Village residents can obtain library materials and services, attend programs for all ages on a variety of topics, attend meetings of civic and social community groups, view displays by local artists and find information about local cultural and recreational programs and social service providers.

Special efforts should include the following:

- Offer programs for adults and teens for entertainment and self-enrichment.
- Encourage community groups to conduct meetings and programs at the Library and virtually by providing desirable public space for their use.
- Provide opportunities for local artists to display their work at the Library.
- Assist people in locating appropriate social services and community organizations by responding to specific inquiries and providing access to useful resource directories.
- Coordinate an interdepartmental effort to reach out to new residents via the creation and distribution of informational packets about library and community services.
- Make it possible for senior citizens without easy access to the library to take advantage of library programs and services through programs like Senior Bus.
- Extend library services to people temporarily or permanently physically unable to come to the library through the Homebound Service provided by volunteers and through virtual programs.
- Provide volunteer and community service opportunities for local teens.

- Reimagining existing library space by adding existing space for public use, as well as modifying existing public space to meet the changing needs of the community.

Strategic Directions

Responsiveness to the public is not new at the Emma S. Clark Memorial Library. Increased attention to responsiveness is appropriate when the changes are coming as thick and fast as they are in information technology and the information-seeking behavior of our patrons. The strategies listed below are intended to provide some focus for the Library's efforts over the next five years.

ENHANCE COST EFFECTIVENESS by reviewing use of staff and other resources for both efficiency and effectiveness.

ENHANCE RESPONSIVENESS by continuing to work closely with the Board of Library Trustees and our user public to ensure that the Library's policies and priorities reflect the needs of the residents of the Three Village Central School District.

ENHANCE ACCESS TO AND DELIVERY OF SERVICES THROUGH

- Library-wide collection space analysis and future needs projections to accommodate expanding collection areas and enhance user accessibility through relocation of popular materials.
- Taking advantage of services offered through the county-wide PALS online catalog consortium.
- Expanded direct user access to information online both in the library and off-site.
- Increasing community awareness of library services via online presence such as social media and physical presence at community and school events.
- Expanded user access to materials through downloadable audiobooks, ebooks, and music.

ENHANCE STAFF ABILITY TO PROVIDE SERVICE BY

- Effective staff training for both ongoing services and innovations in service delivery.

- Open communication and staff participation in decision making.

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