

# **Onondaga Free Library Strategic Plan 2024-2029**

Onondaga Free Library is chartered to serve the residents of the Town of Onondaga and is a member branch of the Onondaga County Public Library system (OCPL). This Strategic Plan was crafted with the aid of patron, staff, and community input, and serves as a guide for the library's Board of Trustees and staff as they strive to meet the needs of our community over the next five years.

## **Mission**

Onondaga Free Library provides access to all for lifelong learning, innovative programs and services, and promotes the literacy and well being of our community.

## **Library History**

Onondaga Free Library was incorporated in 1961 and occupied 700 square feet on the second floor of the old Onondaga Town Hall building. The initial operation of the library had 2 staff members, 2,500 items in the collection and was open 17 hours a week. In 1967, the library had outgrown its space and began planning for a new building location. In December 1969, Onondaga Free Library moved to its current location on West Seneca Turnpike with a two story building and 7,000 square feet. As circulation continued to increase, Town of Onondaga residents in 2007 passed a referendum to support and finance the library expansion and renovation. The renovated and expanded library was rededicated on May 1, 2010 with a total space of 18,000 square feet, 19 staff members, over 51,000 items in the collection, and operated at 57 hours open per week.

## **Current Library Operations and Usage**

Currently, the library has 19 staff members, over 70,000 items in its collection holdings and an average revenue of approximately \$1.1M per year. The main sources of revenue are from a Town tax levy and the school districts (Westhill, Onondaga, and West Genesee) tax levy. The library has an active and dedicated Friends group that raises an average of \$15,000 annually to support collections, programs, and services.

In 2023, the highlighted usage statistics were:

Items checked out: 242,252 (includes print and electronic formats)

Patron visits: 68,458

Patron borrowers: 27,640

Programs offered: 740

Program attendance: 7,092

Computer uses: 7,321

Wireless uses: 29,329

Meeting room use: 1,345

New patron registrations: 950

Over the next five years, Onondaga Free Library plans to pursue the following goals:

## **Literacy**

- Provide equitable access to information for all in an environment that encourages diverse perspectives, ideas, and opportunities
- Innovate new knowledge avenues to inspire minds, encourage critical thinking, and broaden horizons
- Expand opportunities for meaningful literacy education in all its forms

*To achieve these Literacy objectives we will:*

- Continue to collaborate with the school districts we serve to identify and address the needs of the next generation
- Build on current partnerships and foster new ones to connect patrons with novel resources, experiences, and opportunities for community engagement and individual enrichment
- Seek new partnerships with both traditional and digital literacy organizations

## **Community**

- Improve patron well-being by providing a welcoming place to gather, learn, relax, study, and interact with others
- Expand awareness within our community, among both library users and non-users, of library, collections, services, and programming

*To achieve these Community goals we will:*

- Institute ongoing community-needs assessments with regular review and

impact reporting

- Develop a community engagement plan, including increased partnerships with local schools, community organizations, and businesses
- Evaluate online presence on a continual basis for reach and impact

## **Customer Service**

- Continue to prioritize human connection through customer service and support
- Provide a knowledgeable staff that is committed to meeting the service needs of our patrons and supporting the initiatives of the library
- Provide engaging programs that speak to patron interests and which connect patrons to ideas, unique experiences, and institutions
- Provide a virtual presence that meets the needs of staff and patrons

*To achieve these Customer Service goals we will:*

- Seek to increase our revenue stream in order to offer competitive salaries and wages, allowing us to retain dedicated staff members and attract new hires of the highest caliber
- Regularly assess the patron experience and improve our practices, services, programs, and facilities
- Promote, encourage, and support staff contributions, accomplishments, and ideas
- Create relevant programming based on patron feedback

## **Technology**

- Ensure that the library's digital infrastructure remains current, reliable, and robust
- Provide diverse digital collections that meet our patron's information needs
- Provide substantive digital literacy training for all ages

*To achieve these Technology goals we will:*

- Regularly maintain and upgrade our existing digital infrastructure
- Identify and invest in new and emerging technologies that both support library operations and the constantly evolving digital needs of our patrons
- Expand programming initiatives that support all ages, from children to seniors

## **Accessibility**

- Enhance accessibility by improving physical and digital services for patrons with differing abilities
- Adapt our spaces to include options for sensory sensitivities

*To achieve these Accessibility goals we will:*

- Provide a range of materials and formats to suit the learning styles and preferred means of access for all patrons
- Assess building functionality and regularly maintain physical spaces to provide optimal access for all patrons

## **Sustainability**

- Begin to move the library's operations, services, and facilities toward a more sustainable future

*To achieve these Sustainability goals we will:*

- Implement a sustainability strategy, including energy-efficient upgrades and waste reduction initiatives
- Regularly evaluate our environmental impact and investigate options for renewable energy solutions
- Seek out qualifying green credits and incentives for cost savings

## **Financial Health**

- Ensure that the library's finances and budget rest upon on a stable foundation
- Diversify the library's revenue streams
- Incorporate options for planned giving and fund drives in collaboration with library stakeholders

*To achieve these Financial Health goals we will:*

- Continue to grow tax support at a steady level
- Increase financial security through active investment planning of revenue streams and holdings
- Consistently secure grants and implement creative fundraising initiatives
- Regularly reevaluate vendor contracts to responsibly manage resources

**Adopted by the Board of Trustees on May 22, 2024**