

Frank J. Basloe Library



Five Year Plan

May 2016 – April 2021

Frank J. Basloe Library

Herkimer, N.Y.

Five-Year Plan

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Who We Are

The Frank J. Basloe Public Library provides services for the Herkimer Central School District area. We received our new charter as a school district library in November of 2013. Our history dates to the creation of the Herkimer Library in 1895. We serve a population of more than 10,000 which includes most of the town of Herkimer. Our location is at 245 N. Main St., Herkimer, NY with parking in the rear entered from N. Prospect St. Our hours are posted on our website, www.midyork.org/herkimer/. We are a member of the 3-county Mid-York Library System and our library cards are welcome at 42 libraries in Herkimer, Oneida and Madison counties.

Our collections are refreshed continually and include popular books, children's favorites, eBooks, magazines, movie DVDs, music CDs, audio books and large print. We also have a distinctive genealogy collection and reference material.

Services provided include: faxing, document scanning and printing and repairing CD surfaces. We offer a meeting room for community activities on a reserved basis. The Washburn Room has a projector and screen and WIFI available.

We offer computer terminals for public use and WIFI access within the building. The library is arranged with comfortable reading areas to encourage a welcoming atmosphere.

Programming includes a Summer Reading Program and children's activities throughout the year. We occasionally can offer assistance and training to the public for a variety of topics. All are welcome to check out our planned activities on our social media sites: Facebook and Pinterest.

The school district voters elect a board of trustees who oversee the financial budget and policies. These documents are available on our website as well as the monthly board minutes. We have a Friends of Basloe Library group who raises and supplies funds for both special programs and requested capital purchases.

Please come in and meet our Director: Christine "Chris" Fleischer and take a tour of our library.

Frank J. Basloe Library's Mission Statement

We are a welcoming place that serves our community in its pursuit of knowledge, information, and personal growth.



Library Goals 2016-2021

Goal 1: Provide our community with access to books, movies, music, reference material, magazines, newspapers and other media.

Goal 2: Provide our community with a modern, technologically up-to-date environment.

Goal 3: Provide our community with a facility that is safe, welcoming & comfortable.

Goal 4: Provide our community with life-long learning opportunities.

Goal 5: Promote the library as resource by providing community strengthening programs.



Objectives

Goal 1: Provide our community with access to books, movies, music, reference material, magazines, newspapers and other media.

1.1 Each year, 15% of teens and young adults, who use our library, will indicate by survey that they found the new materials and genres available in the library are “very good” to “excellent”.

1.2 By 2018, 50% of patrons seeking non-fiction will indicate by survey that they found the range of information useful and sufficient to their needs.

1.3 Each year, 60% of library users will indicate by survey that their satisfaction with the available selection of new and popular titles in a variety of genres and formats.

Goal 2: Provide our community with a modern, technologically up-to-date environment.

2.1 By 2018, 50% of adults attending technology training opportunities at the library will report that they have improved their skills.

2.2. Increase teen and young adult library social media usage by 25 per year.

2.3. By 2020, 50% of teens and young adults using the library’s social media will indicate in a survey that they feel connected to the library, to the community and to healthy life choices.

Goal 3: Provide our community with a facility that is safe, welcoming & comfortable.

3.1 Increase the number of child visitors to the library by 25% each year.

3.2 By 2018, 50% of the visitors to the library will indicate by survey that they agree that the safety and aesthetics to the library grounds have improved.

3.3. By 2019, 50% of the visitors to the library will indicate by survey that they agree that the safety and aesthetics of the library’s interior space have improved.

Goal 4: Provide our community with life-long learning opportunities.

4.1 Each year, the number of adults who attend library programs to learn about a topic of interest will increase by 20%.

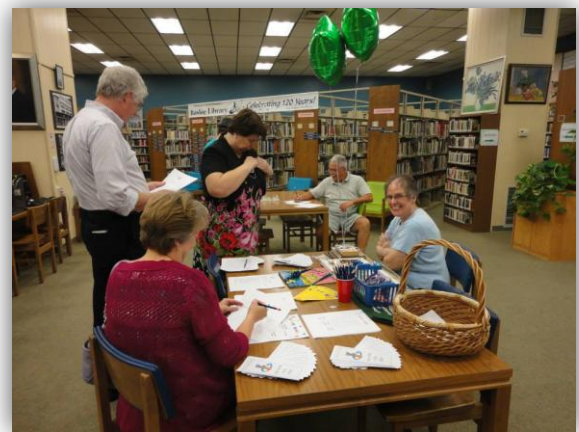
4.2 The number of teens and young adults who attend library programs will increase by 20% each year.

4.3 The number of children who attend library programs will increase by 20% each year.

Goal 5: Promote the library as resource by providing community strengthening programs.

5.1 Each year, 50% of local organizations who were involved with a library event will report that they have enjoyed a successful partnership with the library.

5.2 Each year, 50% of adults who were involved with a library event will report that they have become more aware of and more supportive of community functions and services.



Appendix

Data Collection

On December 14, 2015, the first meeting of the Frank J. Basloe Library Planning Committee was held in which initial procedures were discussed. In January 2016, the committee hosted a guest speaker from the Mid-York Library System. The presentation gave the committee several options on how to proceed with gathering data.

In February and March 2016, the planning committee conducted an informal survey among patrons that entered the facility, conducted three separate focus group sessions and provided an online survey.

- The informal survey consisted of asking patrons which three services out of nineteen possible choices were most important to them. Nineteen posters were placed on a wall in the library's community meeting room. Patrons were given three stickers and instructed to place their stickers on the posters as they saw fit. The survey was anonymous, and no record of participation was kept. The survey was conducted for one month.
- Three focus groups were held on separate days of one week, at varying times, in order to be accommodating to all community members. The first focus group was held in the evening, the second in the morning, and the third on a Saturday morning. Attendees were given a questionnaire that followed a SWOT (Strengths, Weaknesses, Opportunities & Threats) analysis of the community of Herkimer, and not the library itself, in order to determine which services, programs, and needs Frank J. Basloe library could provide and assist other community organizations with. A discussion with attendees regarding their answers followed.
- The online survey was held for one week and received little participation. Because of this, the weight of the results of the survey was very little on writing of this five-year plan, but is included in the documentation for reference.
- During the process of writing the plan, small group meetings were held with staff members & by the library director and chair of the planning committee to discuss the plan, gauge reactions, and to receive staff input.

The report of the data collection can be found on the Frank J. Basloe Library's website at:

<http://www.midyorklib.org/herkimer/>

Peer Libraries

The Frank J. Basloe Library is one of forty-three libraries in Oneida, Madison and Herkimer Counties that comprise the Mid-York Library System.

The Mid-York Library System's mission is to (from the MYLS website www.midyork.org):

- Lower library service cost by leveraging economies of scale for activities common to member libraries
- Increase residents' abilities to access material from any library in the Mid York service area and beyond through a shared catalog and distribution process
- Extend each member library's ability to deliver comprehensive services by offering professional consulting and assistance
- Broaden libraries' ability to offer free access to digital information and on-line services
- Expand training opportunities for member library personnel, improving their skills to better serve customers
- Deliver direct service to community members unable to readily access their local library
- Act as a conduit for member libraries to benefit from the global library network
- Advocate for and promote libraries as essential on a regional, state, and national level, thus acquiring improved and stable funding

Within the Mid-York Library System, Frank J. Basloe Library has five subsets of peer libraries.

Libraries of similar community size (approx. pop. 10,000):

- Cazenovia Public Library (Madison County; 7, 086)
- Frankfort Free Library (Herkimer County; 7,636)
- Ilion Free Public Library (Herkimer County; 7982)
- Oneida Public Library (Oneida County; 11,262)

Libraries with higher educational institutions with separate libraries within community:

- Utica Public Library; Utica, NY: Utica College, SUNY Polytechnic Institute, MVCC, Utica School of Commerce.
- Cazenovia Public Library; Cazenovia, NY: Cazenovia College
- Kirkland Town Library; Clinton, NY: Hamilton College
- Morrisville Public Library; Morrisville, NY: SUNY Morrisville
- Hamilton Public Library; Hamilton, NY: Colgate University

Public Libraries within close proximity (within 15 miles) to Frank J. Basloe Library:

- Weller Library; Mohawk, NY
- Frankfort Free Library; Frankfort, NY
- Ilion Free Public Library; Ilion, NY
- Jordanville Public Library; Jordanville, NY
- Little Falls Public Library; Little Falls, NY
- Middleville Public Library; Middleville, NY

Libraries with similar social media presence and outreach:

- Utica Public Library; Utica, NY
- Cazenovia Public Library; Cazenovia, NY
- Mid-York Library System; Utica, NY¹
- Herkimer College Library; Herkimer, NY²

School District Libraries within the Mid-York Library System:

- Dunham Public Library
- Morrisville Public Library
- Canastota Public Library
- Jordanville Public Library
- Waterville Public Library

¹ The Mid-York Library System is not a library, but a cooperative. Social media analytics compares Frank J. Basloe Library to MYLS due to similar online outreach and some overlap of patrons.

² Herkimer College Library is not part of the Mid-York Library System. Social media analytics compares this library due to its close proximity to Frank J. Basloe Library, an overlap of patrons and similar social media outreach.

Acknowledgements

Members of the Planning Committee:

Carol Kinney, Chair

Phillip Kane, Trustee & Board President

Jane Guzewich, Trustee & Committee Secretary

Patricia Foss, Trustee

Christine Fleischer, Library Director