



**PENN YAN PUBLIC LIBRARY**  
214 Main Street, Penn Yan, New York, 14527-1796  
315-536-6114 [www.pypl.org](http://www.pypl.org)

## Penn Yan Public Library Strategic Plan

2019-2023

Adopted by the Penn Yan Public Library Board of Trustees on January 17, 2019.

### **Mission**

Penn Yan Public Library's mission is to awaken and satisfy curiosity in the individual, thus enriching the community.

### **Narrative**

In January 2018, an ad hoc committee formed by the PYPL Board of Trustees met to begin the process of developing a new Strategic Plan. Members of the committee looked at various procedures for collecting information about community member's hopes for Penn Yan. This information was to be used to formulate the plan.

Margo Gustina from Southern Tier Library System attended and presented '*the community data first approach*'. This method requires committee members to use questionnaires to find out individual's aspirations for their community.

The committee looked at other methods of collecting data, including the Harwood table talks method. Other documents scrutinized included the following:

- The current PYPL Strategic Plan
- The 2017 Library Services Survey
- The 20/20 Plan and the Village of Penn Yan Strategic Plan
- Other plans and data (STLS statistical report, 2016 PYPL annual report, etc.)

A modified questionnaire was decided upon for use by the committee. It helped committee members collect the sex, age group, and residence of individuals along with providing space for notes on answers to the following questions:

- What kind of community do you want to live in?
- Why is that important to you?

- How is that different from how you see things now?
- What are some things that need to happen to create that kind of change?

The committee met again in May. Blank questionnaires were distributed. All the places members could talk with community members over the next three months was amassed. A timeline for completing the plan preparation activities was decided upon.

The Strategic Planning Committee met for a final time in October to review the collated questionnaire answers. Three key goals areas were decided upon using the answers collected.

The Adult Services, Youth Services and Executive Directors sat down in November and composed the goal and measurable objective statements. The Adult and Youth Services Directors formulated the action ideas and the Executive Director wrote the 2019-2022 Strategic Plan document.

## **Key Goals**

### **1. Embrace and showcase community connectivity**

*Objective 1:* Continue to partner with a variety of organizations and institutions including making 2 to 3 new connections per year.

*Objective 2:* Continue to provide digital connectivity both on and off site to all and remain on the cutting edge of emerging technologies by adding new technology at least once in the next 4 years and continuing to update current technology every year.

#### *Action Ideas*

- *Attend at least 6 of the monthly Tier II service organization meetings across each year*
- *Assess the usage of the Wi Fi Hotspots after one year of circulation, determine to what extent they are meeting patron information needs, and adjust accordingly the relevant policies and/or materials*
- *Assess public interest in Virtual Reality equipment and feasibility for PYPL adoption (uses, storage, budget, circulation, etc.)*
- *Research, choose, and use a free app to promote library programs*

### **2. Strengthen and support individual and community resilience**

*Objective 1:* Provide experiences on a weekly basis for individuals to develop skills to thrive and feel secure in a changing world.

*Objective 2:* Showcase and develop the collections adding skill building, entertainment and intellectually stimulating materials on a daily basis, with success measured by circulation statistics and surveys.

#### *Action Ideas*

- *Bring resilience-building adult programming into the community and meeting community members where they are at events, festivals, service and social organizations, businesses, etc.*
- *Represent the library's interests and perspective during the Downtown Revitalization process*

- *Model library values of tolerance and acceptance for marginalized groups of all kinds and represent their lives and stories through fiction, non-fiction, audio-visual materials, and adult and youth programming, as well as through staff training, on a constant basis*
- *Develop staff knowledge with regard to social and emotional skill development empowering them to share that knowledge with patrons and demonstrate it in their actions*

### **3. Encourage public participation and involvement in community**

*Objective 1:* Increase PYPL social media following across all platforms by 25% in four years.

*Objective 2:* Provide passive programming both on and off site at least every other month.

#### *Action Ideas*

- *Host “Newspaper Office Hours” in conjunction with the editor of the local paper at least once a month*
- *Create and promote the library podcast, Cardigans and Conversations, as an innovative and informative new bridge to library interaction, including both library- and community-focused content (such as “Librarians Read the News”), at least once a month*
- *Make a concerted effort to share more local civic and governmental news across library social media platforms, at least weekly*
- *Increase adult services department use of Instagram with at least 4 posts a week*
- *Increase offsite programming and outreach locations*

### **4. Cultivate practical knowledge and creative discovery**

*Objective 1:* Present programs for all ages emphasizing life skills and imaginative endeavors least twice every week

*Objective 2:* Survey community members regarding their library service, programming and collection expectations at least every other year

#### *Action Ideas*

- *Conduct a community survey in 2019*
- *Establish an adult “artist in residence” program representing a variety of art forms, such as visual arts, writing, and theater, to showcase local talent and provide readily available sources for creative programming*
- *Work with area educators to offer more formally planned courses on topics such as government and civics, world languages, finances and economics, and/or others indicated through community surveying*
- *Use survey results to inspire planning of programs, collection development and improvements to the building and grounds*
- *Collaborate with outside agencies to connect patrons to resources for life skills development and practical knowledge*

**5. Commit to antiracist service strategies and greater, more tangible support for community diversity. 7-16-20**

*Objective 1:* Incorporate education into programs and displays on black, indigenous and Latino people of color's unique experiences that are typically invisible to white people.

*Objective 2:* Actively seek more diverse viewpoints to offer the community and share the news, narratives, and cultural expressions of black, indigenous and Latino people of color.

*Objective 3:* Cultivate active partnerships with black, indigenous, and Latino-led and -focused organizations in our region.

*Action Ideas*

- *Investigate and explore in programming, displays, and outreach the special implications of technology, history, sustainability, culture and language on black, indigenous and Latino people of color, for example, the impact of the digital divide on these communities, or the influence of French colonialism on African culture.*
- *Invite a minimum of 6 own voices speakers from black, indigenous, and Latino people of color communities per fiscal year, making use of video meeting platforms when necessary.*
- *Host a rotating gallery of art by black, indigenous and Latino creators year-round—not just during special observation months.*
- *Draw white citizens into important conversations by hosting an ongoing antiracist book and discussion group.*
- *Reach out to and partner with Showing Up for Racial Justice (SURJ) Rochester to develop greater understanding of the issues and for information and support in bringing this knowledge to the Penn Yan community.*

**Collated Questionnaire replies**

M 14 F 43

Age group: Child \_\_\_ Teen 2 New Adult 6 Middle Years 27 Senior 18

Village of Penn Yan Resident? Y 26

if no, resident of what township? \_\_\_\_\_

- 1 Branchport
- 1 Keuka Park
- 1 Geneva
- 1 Boston MA
- 1 North Tonawanda
- 2 Jerusalem
- 1 Steuben Co.
- 1 Torrey

3 elsewhere

4 Benton

1 Milo

**1. What kind of community do you want to live in?**

**2- Answered one free of opioids**

**21- Answered- a safe one**

**2- answered-safe for kids**

4- One **that values education** and literacy and professional development and learning for all including released incarcerated

**3- A community supports schools not just financially but with community services, supports youth**

3- one with leadership that is compassionate, on task and exhibits common sense, decisions for the good of all, works together (committees)

**2- One that provides job opportunities for the young, financial opportunities for all**

14-Friendly kind know one another, helpful, generous (supporting fundraising, youth), warm, family friendly, open, joyful

**6- Equal opportunities to all residents, everyone treated fairly, honors all people, celebrates differences, diverse, generous**

**13- Acceptance of visitors, open, welcoming, friendly, neighborly, caring, compassionate**

**4- Clean, space for everyone, small town feel, rural, quiet**

Values relationships more than money

**5- Walkable (sidewalks), safely walkable**

Open to new technologies

**One with a swimming pool**

Better communication of community happenings

**A better grocery store**

Suburban chain stores

**Affordable housing**

Environmentally aware

**3- Service oriented, sharing resources, volunteer oriented**

Proud

**2- more accepting community (culture, sexuality) which would help people feel better more sensitive – respecting clashing viewpoints – even negative ones**

**2. Why is that important to you?**

Make life happier and safer

**Kindness makes a great community**

We all deserve opportunities to be lifelong learners

**Comfort, ability to thrive**

Safety for my family, pride in neighborhood, no fear of violence

**Everyone gets their needs met, neighbor helps neighbor, can rely on others**

Opportunity to become a better citizen

**Everyone can have a sense of belonging**

To provide a rich environment where people can have a positive outlook

**No literacy=no opportunities**

Need for cultural opportunities too for a better quality of life

**So we can be who we are, not fit mold—diversity increases creativity**

Diversity leads to a successful community—just like a business—diverse thought=success

**Have lived in places that were not welcoming—feels like being back home now**

Accessibility—helping each other

**Walking allows you to see things, talk to people**

Tired of closed minded people

**Want to feel secure again, safe**

Learn more from people different from us

**Kids are a gift**

Exercise and health

**Need for community/civic knowledge**

Community appeal, a nice looking community, less stressful

**Help from the community so one can get through life, help for needy**

For balance, and goodwill

**To create meaningful communication**

Safe, joyful places are the best to live in, create peace of mind

**personal attacks bring everyone down and cause problems for individuals**

It's important that everyone understand that there's a difference between a disagreement and an attack – acceptance has to be mutual

### ***3. How is that different from how you see things now?***

People don't take advantage of our boons.

**Jobs for unskilled labor are limited.**

Living wage is questionable.

**Housing opportunity is lacking.**

Is there a part of the community that's not being reached?

**Times aren't changing for the old guard—some stuff is still “boys' club”**

People who visit institutions see it as old-fashioned, not for them

**Grumpy at cottage people**

People don't have the openings some of us have

**People with varying opinions have trouble having discussions**

Sidewalks are crumbly/non-existent in places

**We live in small, clique based community, If not part of Community Theater or school from day 1, you feel like an outsider**

Neighbors don't always know each other and do not go out of their way to help others

**The community is not helpful and generous to others**

Things have improved over time and there is room for more

**Penn Yan is safe already, moving in the right direction, already supportive**

Too many that need housing and food

**Moving in family friendly direction, right direction, still sporadically moving toward safety and kindness, things can be better**

Need have others around we can trust

**Need more educationally and fun projects for children**

Too many vacant buildings and dollar stores

**Need to do a better job picking up litter**

Too many home and car break-ins

**Aging demographic of population**

There are still more steps to take to learn how to accept others' beliefs to prevent violence/disagreement

**We have to accept everyone's opinions—we can't just raise one person up**

**4. What are some things that need to happen to create that kind of change?**

5- Need to be examples from the top down, modeling, encouragement, engaged leadership

**Minimum wage**

Opportunities for political leaders to interact with people differently

**Cross cultural experiences.**

Bring different people together—outreach—representation

**Need to change one person at a time.**

Continue focus on opioid, suicide prevention, safe harbor youth safety initiative

**More diversity saps energy from opposing viewpoints dynamic**

More high level collaboration between organizations; NASA: Employee Resource Groups allow cross-pollination—[people don't stay in their silos]

**Welcoming (you already fit in) vs. inviting (we want you to add to us)**

Way to promote concepts in a visual way—say we're diverse and stuff—how do we show it?

**How can we be VISIBLY welcoming?**

Open mindedness—programs via library help to open people's minds

**More variety of activities**

Bring out more people's experiences; wider culture

**Continue focus on opioid, suicide prevention, safe harbor youth safety initiative**

More diversity saps energy from opposing viewpoints dynamic

**More high level collaboration between organizations; NASA: Employee Resource Groups allow cross-pollination—[people don't stay in their silos]**

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**Way to promote concepts in a visual way—say we're diverse and stuff—how do we show it?**

How can we be VISIBLY welcoming?

**Effort to raise awareness of benefits of exercise, health, safety. Do people still need to pass a swimming test?**

Pop up services/classes AT Lit Vols—more trust THERE—maybe help from college kids to communicate

**Not sure—people on Public Safety Committee don't seem to identify with our perspective**

Responsive leadership—their responsibility, not the guy next up the chain

**4- Community Programs carnivals, neighborhood activities, multi-generational programs, community gatherings**

Keep improving downtown, keep parks clean, and continue to work on keeping drugs out of Penn Yan

**More community involvement**

Leadership from Penn Yan Young Professionals

**Grants, outside money**

Sidewalk repair

**Municipal trash p/u more cleanup days**

PR

**Be aware of local history, not spinning wheels on the same old things repeatedly, analyze past successes**

Find balance between small town village atmosphere and job creation

**Educate people on what other people believe, put people in their shoes, what does it really mean to accept others, to allow everyone to express their opinion even if you disagree with them**

People need to understand that two people can disagree and still get along – learn that people who disagree with you aren't attacking you, they are just disagreeing