

Easton Library Plan of Service 2020 – 2025

Planning Summary

In preparation for the development of the Easton Library Plan of Service for 2020-2025, a planning committee was created consisting of 4 trustees and the library director. The previous Plan of Service was reviewed as well as the process used to create it. "Planning for Results" by Sandra Nedson was the comprehensive guide used to help us develop our previous plan. Having already undergone this extensive process, which involved large group meetings, the decision was made to adopt the "Libraries Transforming Communities" from the Hardwood Institute. This model utilizes surveys, individual interviews, and guided small group sessions to ascertain community members' aspirations. The committee members met with Erica Freudenberger from SALS to review the model and develop a timeline.

In order to include as many community members' opinions as possible several methods were used. Interviewers utilized the "Ask Exercise" to facilitate discussions with individuals during the annual Election Day Book and Bake Sale. During the following months, a committee member met with clubs and groups who gather in the library and facilitated a group conversation about their community aspirations. Staff discussions and input was solicited by the director. Additionally, "Aspirations" surveys were distributed to library patrons.

The committee reconvened with Erica Freudenberger to review all responses and to identify themes and values. The committee worked with her to identify a community vision and select strategic priorities that would support that vision. Over the next 6 months, the committee continued to convene to develop the identified components and to write goals, objectives, evaluation processes and actions steps. The Director and the Board of Trustees discussed and revised the document before adopting it.

Easton Library Board of Trustees:

Linda Borden

Mary Jane Connor

Peter Read

Aaron Gabriel

John O'Brien

Chelsie Henderson

Patricia McFee

Background History of Easton Library

The Easton Library was established in 1879 as part of the Friends' Seminary. On February 18, 1895, the library received its first charter from the University of the State of New York. With the closing of the Seminary, the library was housed in a number of local homes until May 8, 1902 when it moved into one room of Burton Hall. It remained there until the completion of the present building. The formal opening took place on September 10, 1955. Construction began in 1994 that would double the size of the existing structure. The new addition was dedicated on November 5, 1995. Easton Library functions under the Easton Library Association. It is governed by a board of seven trustees elected by this Association for a term of seven years. It is financially supported by the Town of Easton, the Greenwich Central School District, and the Library Extension Division of the University of the State of New York. The library also pursues special grants each year to assist in providing additional materials and programming. Easton Library is a member of the Southern Adirondack Library System. For 141 years Easton Library has been a center of information, community culture, recreation and lifelong learning.



History Timeline of the Easton Library

March 28, 1879	Easton Library Association founded as part of the Easton Friends' Seminary
June 18, 1879	Original charter of Easton Library Association
1890's	Friends' Seminary experienced several temporary closings and the library services were moved to three or four Easton homes
February 28, 1895	Admitted to the University of the State of New York under the name of Easton Library
May 8, 1902	Library moved to Burton Hall; the name was changed to Burton Free Library
October 17, 1907	Library incorporated and registered
November, 1937	First Election Day fund raiser for book purchases

March 25, 1939	60 th anniversary celebration; 200 attended
August 6, 1940	Special meeting to discuss library expansion
January, 1946	"We are determined to get more room for the library, A Red-Hot meeting inside Burton Hall at least!" - Minutes of Trustees Meeting -
March 3, 1950	Deed for present plot of land donated to Library Association
1953 – 1955	Construction of library building
September 10, 1955	Library building dedication ceremony
December 20, 1957	Name officially changed back to Easton Library
January 29, 1960	Joined Southern Adirondack Library System (SALS)
1962	Phone installed
1964	Sound recordings and magazines added to holdings
1968	Film projector purchased
1970	Friends of the Library began with 54 members
March 17, 1971	Display case installed
1972	Library hours expanded to include Wednesday
1975	Library basement renovated for Children's Room
1977	Library Bicentennial Project completed: 600 slides of Easton on file
June 20, 1979	Strawberry Festival celebrating 100 years of library service
September 21, 1980	Silver Tea celebrating 25 years in library building
1981	First issue of Easton Library Newsletter
1982	Photocopier purchased
1983	Preliminary discussions on library expansion at Trustees meeting
1985	SALS grant to microfilm Town of Easton historical records
October 6, 1985	Open House to mark 30 years in Easton Library building
1986	Videocassettes available for circulation

1988	Computerized card catalogue installed; combined holdings of SALS and MVLA available
1990	Building expansion fund established
1991	Library acquires permanent easement which made expansion feasible
October 26, 1992	Trustees vote to apply for Federal LSCA Title II grant for library construction
1993 – 1994	Construction of library addition
1994	Multimedia computer learning center and CD-ROM software installed
1995	Library hours expanded to include Monday evenings
January 20, 1995	Public reception to formally open renovated Children's Room, Completed by Christopher Borden as Eagle Scout project
November 5, 1995	Dedication of the Easton Library addition
1998	Library hours expanded to include Saturday mornings
February 7, 1999	Gertrude Allen, board president, retires after serving 30 years on the board of trustees
1999	Purchased new computer, printer, word processing software Internet now available Library website created Board votes to participate in Joint Automation Project with SALS
2000	Preparing for automation: Collection barcoded, borrower cards issued, staff training
2001	Fully automated for circulation and interlibrary loan Patrons now have ability to "visit library from home" with easton.sals.edu
2004	Library charter updated to reflect true population served Library hours expanded to include 5 additional hours First ever fund appeal to the library community
2005	Daily pick-up and delivery for interlibrary loan
2007- 2008	Netlibrary provides patrons with free downloadable audio books Wireless network is now available throughout the building <i>At Home in Easton</i> project where friends and neighbors were interviewed and recorded to tell about earlier times in the Town of Easton

2009	Library now has 3 online public access computers Overdrive service now providing downloadable eBooks and audiobooks Library holds opening for author, Teri Gay's newly published book, "Strength Without Compromise" that highlights the Easton Political Equality Club
2011	Library granted 501C3 status by federal government
2013	Library hours expanded to include 4 ½ additional hours a week
2014	New Expanded Public Computer Center, supports 5 public access computers. New sign for library installed in front of the building
2015	Easton Library enters the social media scene with Library Facebook page. New front walk completed to replace the original walk (1955)
2016	Helen Brownell announces she will retire in June 2017 after serving as Director for 30+ years
2016	Jennifer DeCarlo is the new Library Director
2017	New printer, scanner copier purchased. Two Apple iPads are purchased to loan to patrons. Purchased a propane furnace and converted our oil heat to propane.
2017	Notary Public Services are available at library as Jennifer DeCarlo becomes a Notary.
2018-2019	Major Construction Project to remodel the Library Meeting Room. Archival digitization and computer access of oral history from the <i>At Home in Easton</i> project. Purchase of receipt printer to replace the hand book stamp that dated materials
2019	Parcel of land to the south and east of the library donated by Philippa Peters. New library deed

Demographics

Easton Library is chartered to serve the population of the Town of Easton.

The most current statistics were obtained from the source of the *American Fact Finder, 2012-2016 (American Community Survey 5-Year Estimates).

TOTAL POP: 2,480

MEDIAN HOUSEHOLD INCOME: \$73,177

AGE & SEX	2016 ESTIMATE*
Male	1,304
Female	1,176
Pre School Age Children	112
5 to 9 years	182
10 -14 years	168
15-19 years	157
20-44 years	596
45-64 years	785
65 years and over	480
Education (18 & older)	1,909
Less than 9 th grade	62
9 th -12 th grade, no diploma	81
High School Graduate	663
Some college, no degree	207
Associate's Degree	252
Bachelor's Degree or higher	385
Graduate or Professional degree	259
POVERTY RATE	3.1% overall
Under 18 years	0
18 to 64 years	50
65 years and over	26
Male	26
Female	50
Less than High School grad	27
High school grad	10
Some college/Associate's Degree	18
Bachelor's Degree or higher	21
RACE	2,480 pop
White	2,448
Black	0
Asian	9
American Indian	0
Hispanic or Latino	23

Mission Statement

The Easton Library strives to secure the informational, educational, cultural and recreational materials to meet the needs of the residents of the area served. The Easton Library is an active, friendly, welcoming community hub where the residents are enriched with new experiences and interact with their neighbors.

Vision Statement

To promote an inviting atmosphere and supply resources where residents can further their education, investigate local history, increase literacy and come together to enjoy social experiences and build community.

Values

The Easton Library shapes its collections and services based on the following community values:

- Education
- Rural Life
- Community Involvement
- Lifelong Learning
- Volunteerism
- Neighbors
- Local History
- Literacy
- Entertainment
- Kindness
- Welcoming Attitude



Strategic Priorities

Based on the data collected through Ask and Aspirations exercises, four strategic priorities were identified.

1. Strengthening the Social Fabric
2. Celebrating Rural Life
3. Creating Opportunities for Youth
4. Provide 21st Century Technology

Goals

Strengthening the Social Fabric

Goal 1: Provide Ample Opportunities for Neighbors to Interact

Project Leader: Program Committee

Objective:

Improve communications between residents. Provide an opportunity for residents to meet one another and foster community.

Evaluation:

Number of participants at programs with a target of 10 people at each one. Verbal feedback from attendees. Number of small groups that meet in the library with a target number of 3 groups meeting regularly.

Action steps:

1. Library will host 6 community programs each year.
2. Encourage small groups to meet at the library (i.e. knitting, mahjong, Osteobusters, etc.).
3. Provide refreshments and socialization opportunities at library programs.
4. Advertise on Social Media (i.e. Facebook, Instagram, Nextdoor Digest, Front Porch Forum, etc.), Easton Library website, and in local newspapers. Post information in the library. Staff extends verbal invitations to patrons.

Resources Needed:

Library Director, committee and staff time. Continue funding program budget. Refreshments from Friends of the Library. Program presenters.



Goal 2: Increase the Number of Members on the Program Committee

Project Leader: Program Committee and Trustees

Objective:

Develop a system for community input to increase programming in areas of interest.

Evaluation:

Number of new program committee members

Action Steps:

1. Advertise on Social Media (i.e. Facebook, Instagram, Nextdoor . Digest, Front Porch Forum, etc.), Easton Library website, and in local Newspapers
2. Initiate a 2-month face-to-face campaign in the library to invite patrons to join the program committee. Staff extends verbal invitations to patrons.

Resources Needed:

Library Director, trustee, committee, and staff time.



Goal 3: Provide a Welcoming Rural Library

Project Lead: Director and Trustees

Objective:

To facilitate community interaction in a space that is inviting, accessible, and well-designed.

Evaluation:

A survey of patrons' satisfaction of library space

Action Steps:

1. Obtain a professional evaluation of the building structure.
2. Develop a plan for remodel/expansion/renovation as determined by the Board of Trustees.
3. Secure funds to implement the planned action.

Resources Needed:

Library Director and trustee time. Budget, fundraising and grants as needed.

Celebrating Rural Life

Goal 1: Develop a Material Collection to Support Local Farmers

Project Lead: Library Director

Objective:

Provide timely and relevant resources to support local farms

Evaluation:

Review Polaris reports for circulation number of new titles.

Action Steps:

1. Collaborate with Cooperative Extension for suggestions
2. Weed current collection
3. Purchase new titles for collection
4. Create displays highlighting Farm Collection

Resources Needed:

Library Director & staff time. Funding for a new materials collection.
Cooperative Extension.



Goal 2: Create Programs to Assist Local Family/Small Farms

Project Lead: Library Director & Program Committee

Objective:

Build a resilient community of local farmers

Evaluation:

Attendance at programs. Self-reporting of farmers that programs are useful.

Action Steps:

1. Identify topics of interest for local farmers. Contact experts at Cornell Cooperative Extension and other sources to identify trends, and relevant programming.
2. Present local talent to lead farm related programs.
3. Advertise on Social Media (i.e. Facebook, Instagram, Nextdoor Digest, Front Porch Forum, etc.), Easton Library website, and in local newspapers. Post information in the library. Staff extends verbal invitations to patrons.

Resources Needed:

Fund farm related programs in budget. Refreshments from Friends of the Library. Library director & committee time. Program presenters. Cooperative Extension and other experts.

Goal 3. **Make Meeting Room Accessible to Small Businesses and Farming Organizations**

Project Lead: Library Director

Objective:

Build a resilient community of local farmers and business owners. Support local farmers and business owners to provide meeting area.

Evaluation:

Number of times meeting room is used by farming and business organizations.

Action Steps:

1. Contact the local Chamber of Commerce, the Washington County Cooperative Extension, Farm Bureau, and the Washington County Fair Office to notify them of the availability of our meeting space.
2. Facilitate meeting date and time.

Resources Needed:

Library Directors time. Local farming and business organizations.

Goal 4: **Inform Residents of Local Outdoor Resources**

Project Lead: Program Committee

Objective:

Increase the awareness of Easton residents of free outdoor recreational local areas.

Evaluation:

Number of landowners contacted. Number of recreational areas listed.

Action Steps:

1. Gather information of free outdoor areas in Easton and surrounding towns.
2. Contact and collaborate with landowners.
3. Put information on library website.
4. Make a link to local place on website.
5. Create a brochure listing local outdoor recreational areas.

Resources Needed:

Program committee time. Landowners & outdoor recreational organizations. Budget for flier/brochure printing.



Creating Opportunities for Youth

Goal 1. Provide Early Literacy Education

Project Lead: Director

Objective:

To develop a lifelong love of literature for children into adulthood, increase language development, encourage social skills, and prepare children for reading success in school.

Evaluation:

Number of children who attend program. Verbal feedback from caregivers.

Action Steps:

1. Recruit qualified instructors.
2. Develop and maintain appropriate spaces, materials and funding.
3. Advertise on Social Media (i.e. Facebook, Instagram, Nextdoor Digest, Front Porch Forum, etc.), Easton Library website, and in local newspapers. Post information in the library. Staff extends verbal invitations to patrons.

Resources Needed:

Library Director and staff time. Qualified instructors. Funding from Friends of the Library.



Goal 2. Increase the Collection of Children's Literature

Project Lead: Library Director

Objective:

To provide current and varied literature to increase interest and reading ability. To foster enjoyment and a love of reading.

Evaluation:

Review Polaris reports for circulation number of new titles.

Action Steps:

1. Read professional reviews of current children's literature
2. Weed current collection
3. Purchase new titles for collection
4. Create displays highlighting new additions to collection

Resources Needed:

Library Director & staff time. Continue funding book budget.

Goal 3. Increase the Collection of Young Adult Literature

Project Lead: Library Director

Objective:

To provide literature relevant to students' developmental, social, cultural and emotional needs. To increase teens' knowledge of new experiences. To foster the enjoyment of literature and a lifelong love of reading.

Evaluation:

Review Polaris reports for circulation number of new titles.

Action Steps:

1. Read professional reviews of current young adult literature
2. Weed current collection
3. Purchase new titles for collection
4. Create displays highlighting new additions to collection

Resources Needed:

Library Director & staff time. Continue funding book budget.

Goal 4. Provide Library Volunteering Opportunities for Teens

Project Lead: Library Director

Objective:

To provide teens with leadership opportunities in the community. To teach work ethics and social skills in a professional setting. To foster volunteerism and relationships in the community. To develop a bond with libraries.

Evaluation:

Increase in the number of teen volunteers.

Action Steps:

1. Research teen volunteer duties in other libraries.
2. Brainstorm teen volunteer duties needed at Easton Library. Consider both long-term and short-term volunteer positions.
3. Advertise on Social Media (i.e. Facebook, Instagram, Nextdoor Digest, Front Porch Forum, etc.), Easton Library website, and in local newspapers. Post information in the library. Staff extends verbal invitations to patrons.

Resources Needed:

Library Director and staff time.



Goal 5. **Provide Library Programming for Teens**

Project Lead: Program Committee

Objective:

To provide new programming experiences for teens that will expand their knowledge, introduce new experiences, and give enjoyment.

Evaluation:

The number of teens that attend the program. Verbal feedback from teens.

Action Steps:

1. Research and explore teen interests by reviewing other libraries' programs, speaking with youth librarians, and reaching out to the guidance office at Greenwich Central School.
2. Plan programs based on research evidence.
3. Advertise on Social Media (i.e. Facebook, Instagram, Nextdoor Digest, Front Porch Forum, etc.), Easton Library website, and in local newspapers. Post information in the library. Staff extends verbal invitations to patrons. Coordinate advertising with the Greenwich School district (Superintendent's page, posters in halls, etc.)

Resources Needed:

Library Director, staff and committee time. Increase programming budget or look for community donations or grants. Refreshments from Friends of the Library. Program presenters. Greenwich Central School.



Provide 21st Century Technology

Goal 1. Provide Emerging Technology for Patrons

Project Lead: Library Director

Objective:

To provide relevant technology services for the community to ensure they have the modern tools necessary to function and succeed in the 21st century.

Evaluation:

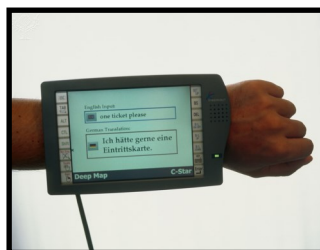
Usage of technology recorded on log sheet and/or Polaris. Verbal feedback from patrons.

Action Steps:

1. Monitor new technology trends to determine what is appropriate for library.
2. Ask staff to note any patron requests.
3. Estimate costs of desired technology.
4. Evaluate library space to accommodate placement of technology device.
5. Review costs with board to determine if budget will support new technology.
6. If necessary, Library Director and Board will research grants to provide funding for emerging technologies.

Resources Needed:

Library Director, staff and trustee time. Budget, fundraising and grants as needed.



Plan of Service Committee:

Linda Borden

Pat Ruppel

Mary Jane Connor

Julie Callahan

Jennifer DeCarlo, Director

Policy Approved: 8/17/2020