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Q1	
Contact Info	
Name	Sarah Murphy
Library	Greenwich Free Library
Email Address	smurphy@sals.edu
Phone Number	518-692-7157

Q2

What are the goals and objectives of your project?

The goal of this project is to improve public programming and events by installing an up-to-date A/V system in our Community Room and to better use our lobby area for events and promotion. We will use the funds for:

- Flat Screen TV
- Motorized TV stand
- Moveable stage lighting, stands, and dimmer
- 4-channel wireless microphone set up
- Double-sided literature and promotional materials stand
- Museum-style donation box

Q3

How will this project change the library building?

This project will improve the aesthetics and function of the community room. We will remove the large and outdated projector from the ceiling and the drop-down screen from the wall. In its place, we will install a large flat screen TV, mounted on a motorized, wheeled TV stand. This will allow us to remove the screen from the community room when it is not in use and when we host gallery-style art shows and exhibitions.

We will purchase moveable stage lighting, with stands and dimmer, so that the Community Room will be better suited to hosting live music, performance, and presentation. The current room lighting does not lend itself to this style of programming.

We will make better use of our lobby area, directly outside of the Community Room, so that patrons see our promotional materials and event advertisements as soon as they enter the building. Patrons will also see that they have the option to donate every time they attend a free event at the library.

Q4

How will this project benefit your patrons?

This project will vastly improve the quality of our live events, especially film screenings, live music, story telling, panel discussions, and presentations.

Our current projector is aging, and the quality is not good enough for our monthly movie screenings or our upcoming screening of the award-winning documentary, the Silent Epidemic, about Lyme disease. Our current projector and screen are also unattractive, and the screen takes up valuable wall space preventing us from using one of three available walls for hanging artwork. We have one art exhibit confirmed for October 2023, and we expect to book more. This project will help to ensure that the artists are able to display their work to its best advantage.

A 4-channel wireless microphone system will allow us to enhance accessibility for panel discussions. Our current set up only allows for two microphones at a time, but we frequently have discussions with 3-4 panelists or presenters. Although the room is small, it is not possible for everyone to hear well without amplification.

A current challenge with our live evening events is how to light performers and presenters. Our overhead lights do not allow us to focus in on a performance, or to light presentations without also lighting the entire audience. Not only is this unsightly in person, it makes for unattractive photographs, making it more difficult to promote our live events.

Speaking of promoting events, our patrons often struggle to find out about every event that we produce. By advertising upcoming events in our lobby in a concentrated and attractive way, we will increase patron awareness of our resources. By giving patrons the opportunity to make small donations when attending free events, we can increase fundraising. Donations go directly to materials acquisition and programming, thus benefitting a large group of patrons.

In addition to library-sponsored programs, the Community Room also hosts meetings, events, screenings, and organizations presentations for outside groups. All of these community groups will benefit from a better functioning and more attractive system.

Q5

What is the timeline for the project?

April/May: Remove old projector, purchase and install new projector May/June: Purchase and install all other equipment.

Page 2: Project Assessment

Q6

EVALUATION: What tools will you use to evaluate the program quantitatively (i.e. statistics)? What tools will you use to measure the program's success qualitatively?

Quantitative:

We will track attendance at events. We expect to see an increase in those who attend our film screenings and live performance-based events. We will track donations. We expect to see an increase in small patron donations when community members have an opportunity to give while attending free events and programs.

2. Qualitative: We expect to hear anecdotal evidence from performers and audience that the project has improved the quality of our programming and the function of our space.

Page 3: File Uploads

Q7

Upload WALK-THROUGH NARRATIVE

Customer%20Service%20Walkabout%20Key%20Findings%202023.pdf (30.5KB)

Q8

Upload PROJECT BUDGET

Challenge%20Grant%20Application%20Budget_2023.xlsx%20-%20Sheet1.pdf (90.5KB)

Q9

Upload PHOTO DOCUMENTATION

Photographs.pdf (1.2MB)

Q10

Upload LONG RANGE PLAN OF SERVICE

GFL-Strategic-PlanFINALWEB-2.pdf (1.7MB)

Southern Adirondack Library System 2022 Challenge Grant Application

Budget:

In the "details" column, provide information on the item being budgeted for in this category.

Category	Project Funds Requested	In- Kind/Matching	Total	Details
Purchased Services			1	
Equipment	3,000.00	330.00	3,330.00	 \$500 <u>American DJ FR20 DTW</u> - two fresnel lights, with stands and dimmer \$618 <u>Motorized TV Lift</u> \$1100 Flat Screen TV \$549 <u>4-Channel Wireless Mic</u> \$343 <u>Wooden Donation Box</u> \$220 <u>Double sided literature stand</u>
Materials/ Supplies			1	
Personnel			1	
CE Program Registration			1	
Travel			1	

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Date:			3/31/	3/31/2023			
			Submit all		amuc	documents as PDFs through our online application portal.	
				H	w-pu	Hand-written applications will not be accepted.	

Southern Adirondack Library System 2022 Challenge Grant Application

Southern Adirondack Library System 2022 Challenge Grant Application





WHO WE ARE



MISSION

The Greenwich Free Library creates a welcoming atmosphere, respecting individual rights to privacy and choice. We provide free and open access to literature, information, technology, meeting spaces, and cultural and educational experiences. We engage with people in the Greenwich area to enrich lives and strengthen community.

VISION

Greenwich Free Library will bring people together to create a collaborative, curious, engaged, and empowered community.

CORE VALUES

The following values will guide our decision making:

- Accessibility: We work to eliminate physical, economic, cultural, technological and social barriers.
- Sustainability: We ensure stewardship of the Library resources through environmentally sound, socially equitable, and economically responsible practices.
- Intellectual Freedom: We facilitate the free exchange of information and ideas in a democratic society, protecting intellectual freedom and respecting individuals' rights to privacy and choice.



OUR PLANNING PROCESS

In 2022, the Greenwich Free Library launched a collaborative and data-driven strategic planning process with the aim to engage its community and set a strategic direction for the next five years. These goals and strategies are informed by feedback provided through a community survey and series of focus groups with community members, leaders of local business, government, and nonprofit organizations, the Friends of the Greenwich Free Library, as well as discussions with library staff, volunteers, and the Board of Trustees.

ACKNOWLEDGMENTS

BOARD MEMBERS: Patrice Abate, Cliff Oliver Mealy, Ellen Fronhofer, Aaron Northrup, Teri Pendergrass, Mary Ann Spiezio, and Paul Thurston

The Greenwich Free Library Board of Trustees is thankful for the dedicated service of Kathy Nichols-Tomkins, who served as Committee Chair, Library Director Sarah Murphy, members of the library staff Sandy McReynolds and KC Scott, and Trustee members Patrice Abate, Cliff Oliver Mealy, Mary Ann Spiezio, and Paul Thurston.





Public Promotion

Engage our community in conversation about library programs and services, and increase recognition that the library is a community hub, center for lifelong learning, and valuable resource for all ages and stages of life.

- 1. Maintain a comprehensive communications strategy to include digital, print, and social media.
- 2. Expand our patron base to include groups and individuals who have not traditionally used the library and those who have fallen out of the habit of using the library.
- 3. Increase outreach services to those who cannot easily get to the library, and reduce barriers to access for all patrons.

Public Promotion Success Measures

- Library visitors
- Event and program attendance
- Press coverage
- Online sharing and engagement on social media
- Community members talking about the library
- New patrons and patrons returning after an absence

Survey respondents asked for evening and weekend programs to accommodate a work schedule.







Programming

Provide and produce quality and varied programs and events for patrons of all ages, interests, and abilities.

- 1. Meet our patrons where they are with programs that fulfill their needs in regard to content, learning styles, tastes, and accessibility factors.
- 2. Give local artists, writers, creators, and experts in their fields a platform to share their experiences with a broad audience.
- 3. Anticipate demographic changes, needs, and potential interests of our community by providing creative and unique programs that introduce participants to new ideas or experiences.

Programming Success Measures

- Number of events
- Attendance at events
- Meaningful patron experiences at library programs
- Press coverage of events (beyond listings)

Survey respondents asked for an array of new programming from Adult Cooking Classes to Yoga and Support Groups for Mental Health.



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Partnerships

Develop stronger relationships with community groups, organizations, and businesses to harness our collective strengths and connections.

- 1. Maintain and grow relationships with local not-for-profit organizations by developing programs that tie information and literacy to their specific community goals.
- 2. Identify opportunities for collaboration and partnership with local businesses and entrepreneurs.
- 3. Continually assess the quality of our active relationships and identify opportunities for mutually beneficial collaboration.

Partnerships Success Measures

- Number and scope of collaborative partnerships
- Number of co-produced or collaborative programs and events
- Response from partners indicating that collaboration with the library has been beneficial

Patrons would like the library to build on existing partnerships with local community organizations.





Place

Ensure that library facilities and technological services are meeting the needs of the collection, our programs, and our patrons. Ensure that enhancements, renovations, and maintenance are performed as needed and are guided by sustainability and accessibility.

- 1. Make better use of the space we have including downstairs meeting rooms and lobby.
- 2. Continually invest in the building and systems to ensure that updates and maintenance are performed efficiently and comprehensively and to maintain library access for future generations.
- 3. Create and enhance outdoor spaces to extend library programs and services.

Place Success Measures

- Public and internal usage of all physical areas of the library
- Clean, safe, organized, and efficient facilities inside and out
- 🚇 Outdoor WiFi usage

Focus group participants see the library as a "community hub," — a place to socialize and meet neighbors.





Preservation

Preserve local historical documents and maintain a growing repository of physical and digital materials that patrons and researchers will access and use.

- 1. Develop youth and family programming centered on local history and Gill Room materials and resources.
- 2. Train all library staff on Gill Room organization so that they are better equipped to help researchers.
- 3. Continue to preserve historical documents and collections, and make them available through digitization and description.

Preservation Success Measures

- Number of digital documents available and accessed
- Number of events and programs related to the Gill Room, and attendance at these events
- Local history research requests

Focus group participants call the Gill Room "A keeper of history."







www.greenwichfreelibrary.org @greenwichfreelibrary Facebook.com/greenwichfreelibrary

> 148 Main St. Greenwich, NY 12834 (518) 692-7157



View of Community Room from entrance



Current screen, blocking picture rail



Current projector



Current lighting for performers and presenters



Current "display" for library program and event flyers



Current unsecured donation bucket

Customer Service Walkabout Key Findings 2023 Greenwich Free Library

Conducted Friday March 31 by Sarah Murphy. Walkabout participant was Wendy Duvall. Wendy is longtime regular patron, and she also volunteers at the library (as well as at many other organizations and events around town). Wendy is exceptionally honest, and can be critical in a valuable way.

Key Findings:

- Welcoming: Yes. Wendy cited the outdoor signs as well as the fact that library staff regularly greet patrons by name as signs of our welcoming service.
- Comfortable: Yes. Wendy cites the "clean and neat appearance" and the availability of quiet rooms for meetings.
- Easy to navigate: mostly yes. Additional signs could help.
- Successful: Yes. Wendy says that "with so many activities, we have plenty of patrons," and she adds that "the Community Room is booked often, and people come from out of the area to attend functions.
- Efficient: Yes
- Up-to-Date: Yes. Wendy cites the "beautiful gardens and window displays" on our exterior.
- Convenient: Mostly yes, but Wendy points out that we do not accept debit or credit cars for service fees.
- Fun: Yes

Conclusions

• The building project will improve the experience of library users by making the physical space more suited to live events. Wendy also points out that we will be able to host more live events, something our patrons have requested, when this project is concluded.