Long Range Plan 2022-2027

COME ON IN AND CHECK US OUT!

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HANNIBAL
FREE LIBRARY

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Trustees & Staff

Hannibal Free Library

Board of Trustees:

President: Jack Pope

Vice President: Linda Farden

Secretary: Karen Fadden

Treasurer: Judy Prosser

Trustees: Patricia Scruton

Diane Monnett

Meghan Welling

Jessica Somers

Deborah Connolly

Library Staff:

Library Director: Shelly Stanton

Children's Programing: Nicole Shue

Libray Staff: Diane Longley

Wendy Johnson

Alicia Brown

Robert Porter

LIBRARY VISION

MISSION STATEMENT

The Hannibal Free Library exists to provide quality library service to the residents of Hannibal in an open and non-judgmental environment with free access to library materials in a variety of formats.

HANNIBAL
FREE LIBRARY

Organizational Background

Hannibal Free Library

In 1945, a group of citizens with a vision met to discuss the matter of establishing a library for the Village of Hannibal. These citizens formed a Board of Directors. In addition to these board members, there were many other citizens wo were interested in the development of the library, one of who was Miss Fanny Rhoades. While residents of Hannibal were asked to donate books, Miss Rhoades offered a room, rent free, to be used as the first library in Hannibal. This was in what is now the Methodist Parsonage on Church Street.

A provisional charter was issued by the state in July of 1946, and by 1947, the little library had 1000 books in there collection. The library was growing. So much so that in January of 1948, the Hannibal Volunteer Fire Department had built a newbuilding on Auburn Street, and offered to lease their old building across the street for 10 years for $1.00.

The first paid librarian for the library was Martha Goodale in 1963, until this time, the library had depended solely on volunteers who were able to contribute a few hours of their time each month to make sure that the library remained open.

In 1968, with the support of Roslyn Hastings, the Hannibal Free Library joined OCPL (Onondaga County Public Library), which opened new doors to resources necessary to continue to grow. This was also the year that Marlene Sutcliff, who had been a volunteer since 1950, became the new head librarian.

In 1971, the Fire Department had moved to their new home on Oswego Street, and the library, with the help of the Key Club and other volunteers, moved across the street to a newer and bigger space. Through the next several years, interest in the library and it's programs had grown so much that expansion was once again needed.

Organizational Background

Hannibal Free Library

In 1978, the former Baptist Church on Oswego Street was condemned and nearing demolition. Many citizens considered this a historic building, and formed a Landmark Committee to establish a Community Center there. The Hannibal Free Library then agreed to move into the building as well and assume 2/3's of the operational expenses. Renovations were completed late in the fall of 1979, and on November 10, once more the Hannibal Free Library moved into their new home, which is where they still reside.

In 2006, the library joined the North Country Library System (NCLS) and received grants from the Gates Foundation for new public access computers. The library also became automated in the NCLS system, expanding it's access to resources and materials. When Marlene Sutcliff retired in January of 2008, Shelly Stanton stepped in as the new Library Director, and is still there today. The library now has 7 public access computers, over 10,000 items in their collection, many programs for both children and adults, and currently over 2000 active patrons.

The Hannibal Free Library is one of sixty-five member libraries in the North Country Library System. The North Country Library System is a cooperative of public libraries in Jefferson, Lewis, Oswego, and St. Lawrence Counties. It exists to provide and strengthen services that individual libraries cannot reasonably provide with their own resources. Furthermore, the Hannibal Free Library is a member of the Oswego County Library Council, which is a group of staff and trustees in Oswego County that come together twice a year to share resources, collaborate on county-level programming, and address library issues.

Source: Newvine, L. C. (1994). *Hannibal history in pictures and prose*. Hannibal Historical Society.

COMMUNITY ANALYSIS

Hannibal Free Library

Hannibal is a town in Oswego County, New York, which includes the Village of Hannibal. The town is a rural town, made up primarily of farmland, with several businesses in the town and village. Some of these businesses are a grocery store, a pharmacy, a chiropractor, a counseling service, a mini mart, a variety store, a pizza shop, a hair salon, several garages, diners, tavern/restaurant, pubs and much, much more. There are also several churches along with a post office, a fire department, public library and the public school. The Hannibal Central School district encompasses parts of Hannibal, Granby, Lysander, Sterling, Martville and Oswego Town with approximately 1256 students in grades Pre-K through 12th. The town was formed in 1806 from the Town of Lysander while still part of Onondaga County, and gets it's name from the hero Hannibal, of ancient Carthage.

Source: *Gannett, Henry (1905). The Origin of Certain Place Names in the United States. Govt. Print. Off. p. 149.*

COMMUNITY ANALYSIS

Hannibal Free Library

Town of Hannibal Demographics

Population: 4,525

Total Households: 1,793

Age: The median age is 41.8

20.1% of households have individuals 18 years old and under

18% of households have individuals 65 years old and over

Education: 87.7% are high school graduates or higher

Income: The median household income is $58,438

Occupation: 55.2% employment rate

Employee of private company workers 78.5%

Self-employed in own incorporated business 1.7%

Private not-for-profit wage & salary workers 5.0%

Local, state & federal government workers 10.1%

Self-employed in own unincorporated business workers and unpaid family workers 4.7%

Poverty: 13.8% are below poverty level

COMMUNITY ANALYSIS

Hannibal Free Library

Village of Hannibal Demographics

Population: 535

Total Households: 234

Age: The median age is 32.5

27.1% of households have individuals 18 years old and under

15.7% of households have individuals 65 years old and over

Education: 92.6% are high school graduates or higher

Income: The median household income is $61,250

Occupation: 60.2% employment rate

Employee of private company workers 71.7%

Self-employed in own incorporated business 3.5%

Private not-for-profit wage & salary workers 11.0%

Local, state & federal government workers 7.2%

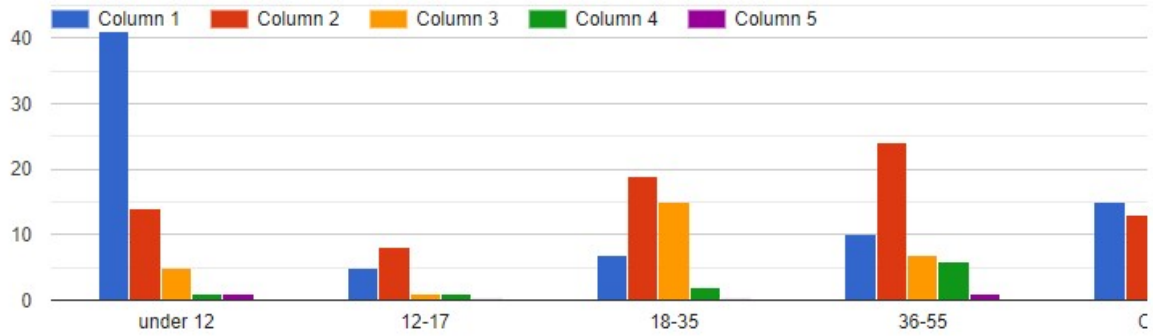
Self-employed in own unincorporated business workers and unpaid family workers 6.6%

Poverty: 11.7% are below poverty level

Survey

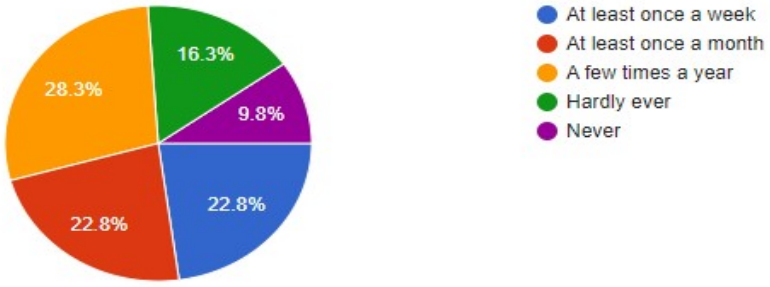
Hannibal Free Library

1. How many individual in your household are in these age groups?



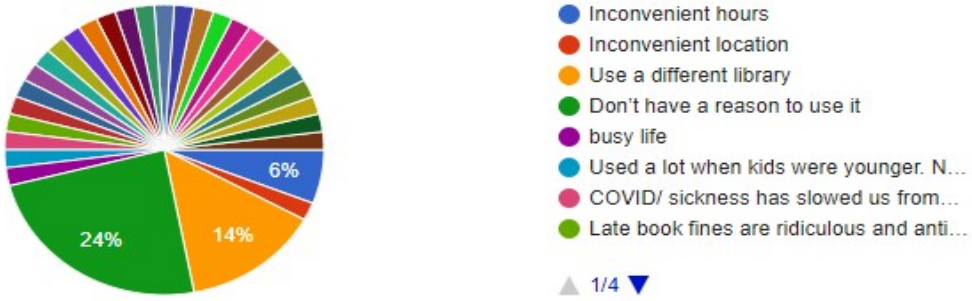
2. How often do you or family members visit the Hannibal Free Library?

92 responses



3. If you never, or hardly ever use the Hannibal Free Library, what prevents you from using it?

50 responses

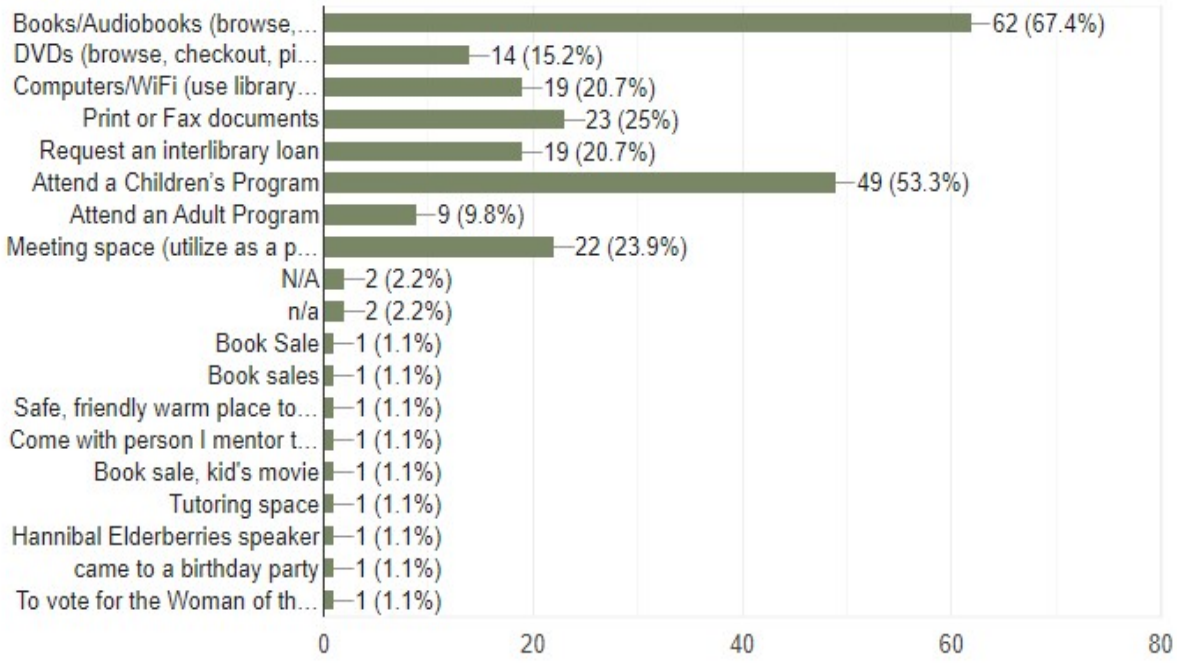


Survey

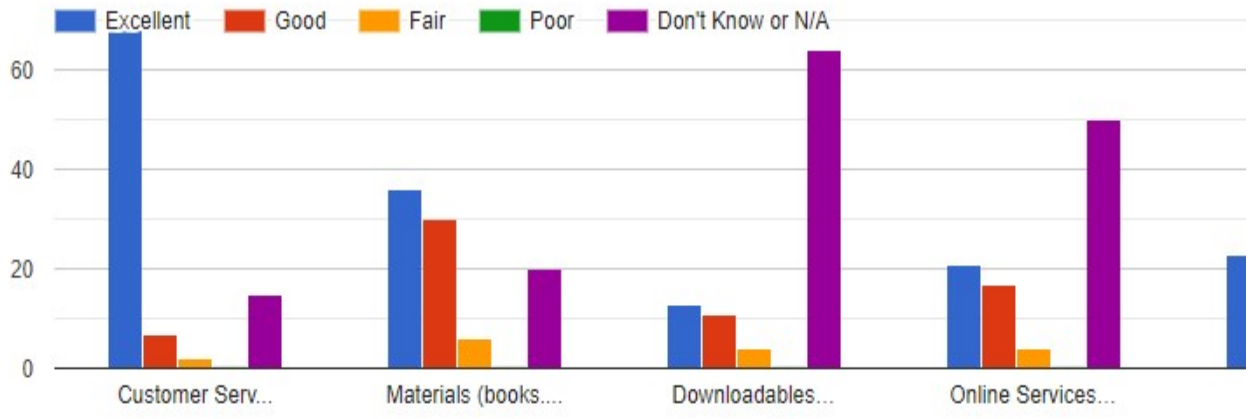
Hannibal Free Library

4. What reasons have you had for visiting the library? (Check all that apply.)

92 responses



5. How would you rate the following library services?

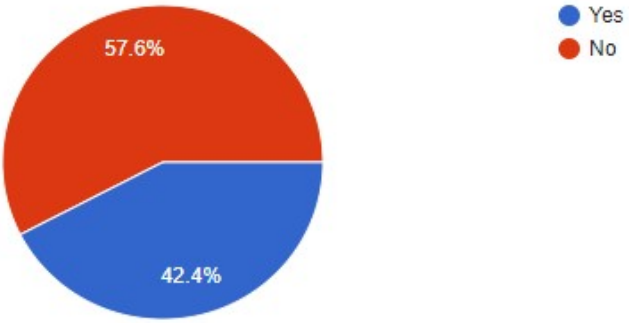


Survey

Hannibal Free Library

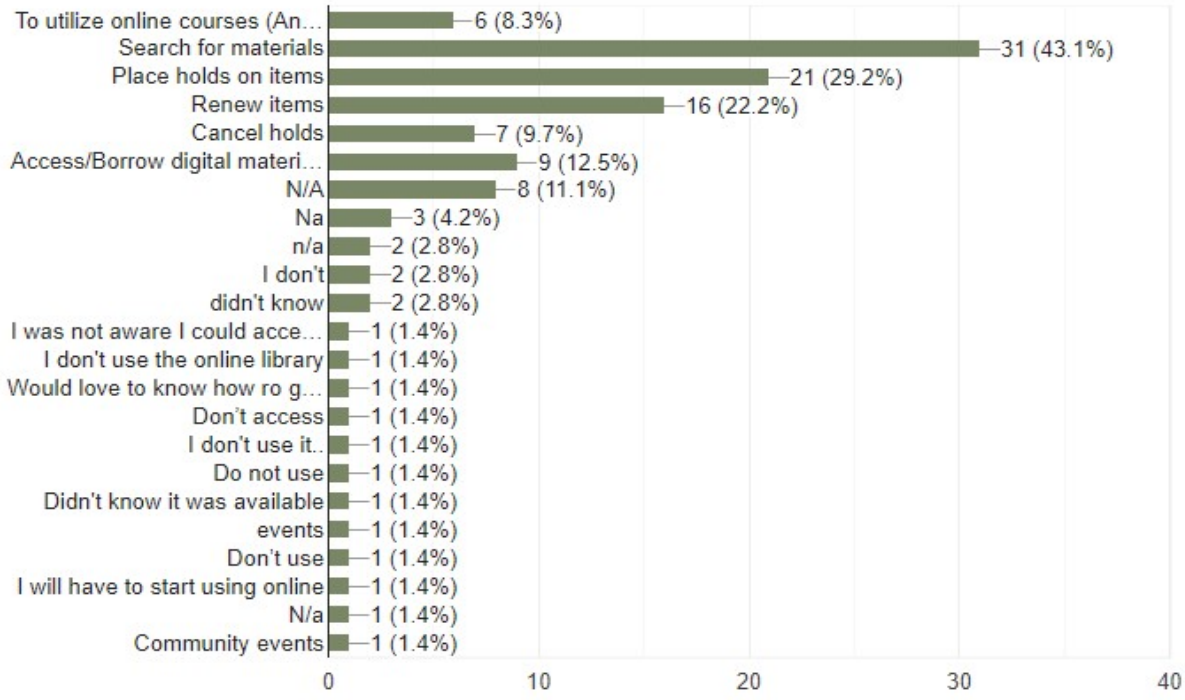
6. Do you access the Hannibal Free Library online?

92 responses



7. If yes, how? (Check all that apply.)

72 responses

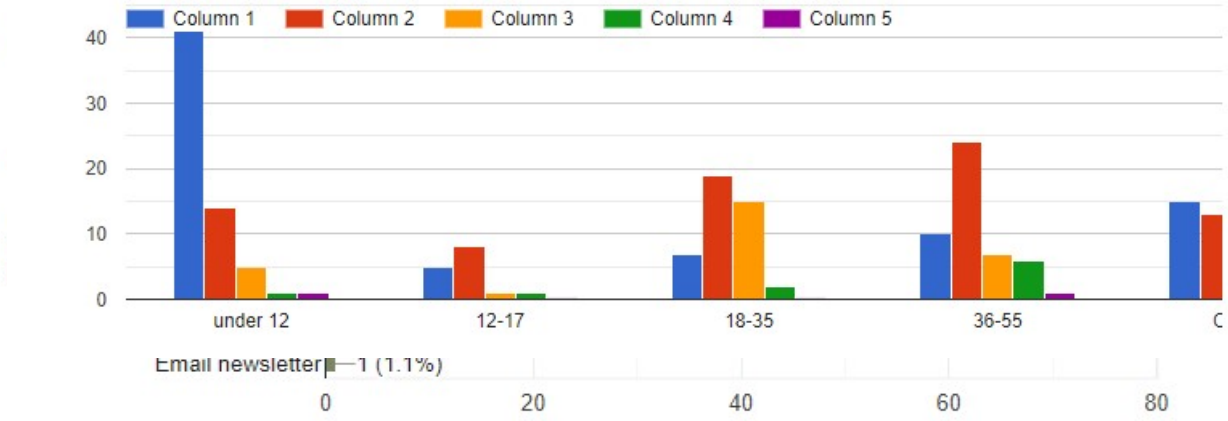


Survey

Hannibal Free Library

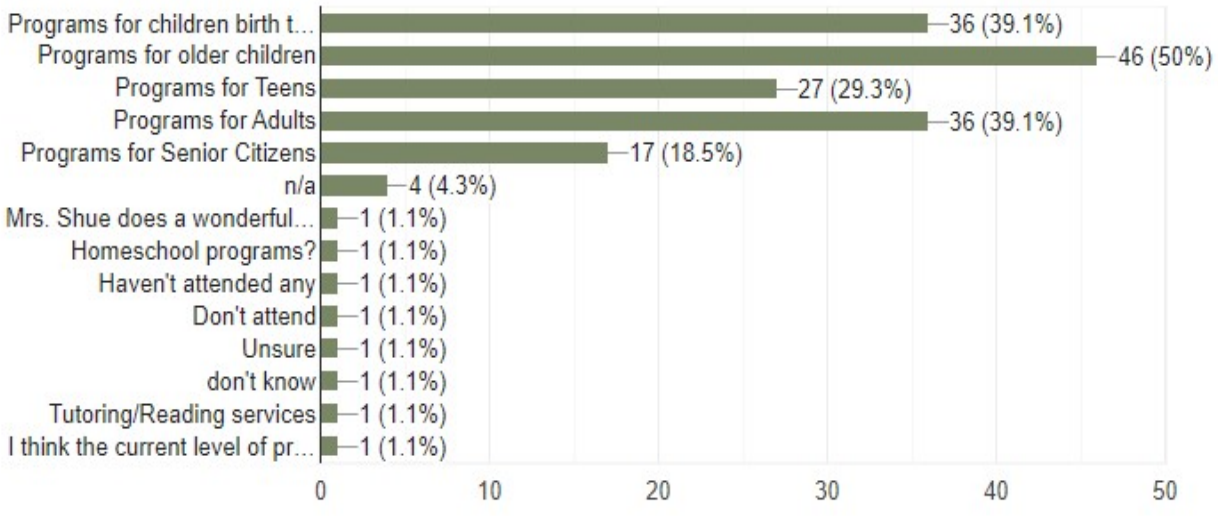
8. How would you like to hear from the Library when we have new programs, services, or news to share with the community? Please select all that apply.

1. How many individual in your household are in these age groups?



9. What programs would you like to see the Hannibal Free Library offer more of? Check all that apply.

92 responses

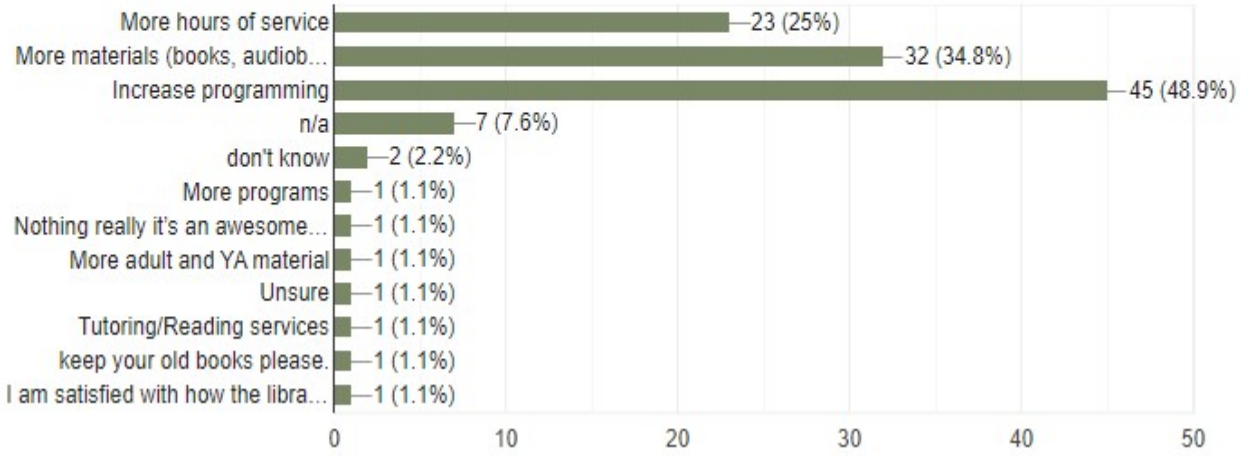


Survey

Hannibal Free Library

10. If funding permitted, which one of the following changes would increase your satisfaction with the Library?

92 responses



Is there anything else you would like to comment on about the library, its services, or how we c better serve you in the future?

29 responses

My kids absolutely love going to the library for childrens programs and checking out books. It's a great asset to the community.

would love some free adult classes and weekly email newsletter

We adore Mrs Shue and all of the upgrades she's made to the children's area and program

I need to utilize this wonderful resource more often!!

You have such an amazing children's program! Can't wait until we can get back!

The people who work at the library are very friendly and helpful.

Hoopla is offered by the Fulton library and has a wider selection of books online. Heck into the cost to see if it is feasible for Hannibal. (I have used Fulton's account as my card lets me, but don't want to cost them when I am a Hannibal patron.

I would be interested in using the library digitally, for e books but have never been able to figure it out.

Survey

Hannibal Free Library

Love your library! Especially the children's program and Miss. Nickie!

More opportunities for childrens events in weekend/evening hours to accommodate working parents

We truly do love the children's program on wed/Thursday mornings! Miss Nikki is wonderful!

The library is an integral part of the community and I feel that they could use more space to facilitate all of the programs that they offer and to expand space for all of the items that they offer.

The kids love going!

best kept secret in town! more lawn events

The children did program is great. I take my grandson

Everyone who works at the library I are awesome people

I love this library system, especially the Hannibal branch. I have 1 friend who comes 15-20 miles to use this library because of how friendly, helpful and accommodating the staff are.

Great place to sit and read. The employees are wonderful. I would recommend others to come visit.

Adult program ideas: writing resumes, cooking, painting

Maybe you could have more local histories, other than that, the library is wonderful!

I live in Fulton but appreciate taking my grandchild to story hour.

Thank you

The book selection last time I checked was scarce, but I was able to order from other libraries and return here, so that was convenient.

it is probably an option but I will check out FB to become more involved

Survey

Hannibal Free Library

I enjoy how much they do for the youth in our area. A safe place, and that is great in today's society. I have had children attending programs for 16 years and have really enjoyed it.

If you need any help with volunteers for programming I would love to help.

pretty happy with everything it has to offer

I feel that Hannibal Library does a lot to show kids how to grow, with lots of reading and author coming to the Hannibal Library

Hannibal is very lucky to have such a wonderful library.

LIBRARY GOALS

HANNIBAL FREE LIBRARY

Goal One

Expand the library collection.

Objectives

1.1 Continue to dedicate funds to the purchase of physical library materials, with special consideration to areas mentioned by survey participants.

Goal Two

Increase library outreach and marketing of its services and programs to the community.

LIBRARY GOALS

HANNIBAL FREE LIBRARY

Objectives

2.1 Improve library's online presence via social media and the website.

2.2 Increase promotion of upcoming library events, services and programs in the library and at community events.

2.3 Utilize the logo to increase library recognition.

Goal Three

Increase programming for all age groups.

LIBRARY GOALS

HANNIBAL FREE LIBRARY

Objectives

3.1 Create library programming specifically for young adults and adults, examples include, workshops, clubs, and events.

3.2 Offer more programs on weekends and nights to accommodate working parents/ participants.

3.3 Collaborate with community organizations to offer a wider variety of programs by sharing resources and services.

LIBRARY GOALS

HANNIBAL FREE LIBRARY

3.4 Increase programming for all age groups.

Goal Four

Adjust Hours of operation.

Objectives

4.1 Evaluate the library's current hours by tracking attendance per hour and a survey.

4.2 Adjust the libraries hours to meet patron needs. If funding and staffing permits, expand the hours of operation.

LIBRARY GOALS

HANNIBAL FREE LIBRARY

Goal Five

Increase awareness of online resources.

Objectives

5.1 Host continuing education programs on various online resources.

5.2 Promote various NCLS online resources.

Appendix A:

Hannibal Free Library

Planning Survey

The Board of Trustees of the Hannibal Free Library is updating their long-range plan that will guide the future development of the library. We ask that you take a few minutes to fill out this brief survey, so the library can utilize the feedback provided to establish a plan that will reflect the ideas and interests of the community the library serves. All answers will be anonymous.

Thank you for your time and feedback!

1. Your age and ages of family members:

_____ under 12

_____ 12-17

_____ 18-35

_____ 36-55

_____ Over 55

2. How often do you or family members visit the Hannibal Free Library?

_____ At least once a week

_____ At least once a month

_____ A few times a year

_____ Hardly ever

_____ Never

Appendix A:

Hannibal Free Library

Planning Survey

3. If you never, or hardly ever use the Hannibal Free Library, what prevents you from using it?

_____ Inconvenient hours

_____ Inconvenient location

_____ Use a different library

_____ Don't have a reason to use it

_____ Other (please specify)

_____

_____

4. What reasons have you had for visiting the library? (Check all that apply.)

_____ Check out books, audiobooks, Magazines, browse, pick up holds

_____ DVDs, Blue Rays

_____ Use of library Computers

_____ Use of library Wi-Fi

_____ Print or Fax documents

_____ Request an interlibrary loan

_____ Attend a Children's Program

_____ Attend an Adult Program

_____ Meeting space (utilize as a place to meet)

_____ Other (please specify)

_____

Appendix A:

Hannibal Free Library

Planning Survey

5. How would you rate the following library services?

	Excellent	Good	Fair	Poor	Don't Know N/A
Customer Service	○	○	○	○	○
Materials (books…	○	○	○	○	○
Downloadables…	○	○	○	○	○
Online Services…	○	○	○	○	○
Computers…	○	○	○	○	○
Printer/Fax…	○	○	○	○	○
Programs…	○	○	○	○	○
Interlibrary loan…	○	○	○	○	○
Meetings…	○	○	○	○	○
Hours of Opera…	○	○	○	○	○

6. Do you access the Hannibal Free Library online?

_____ Yes

_____ No

Appendix A:

Hannibal Free Library

Planning Survey

7. If yes, how? (Check all that apply.)

_____ To utilize online courses (Ancestry, Artist Works, Consumer Reports, etc.)

_____ Search for materials

_____ Place holds on items

_____ Renew items

_____ Cancel holds

_____ Access/Borrow digital materials (eBooks)

_____ Other (Please specify)

_____

_____

8. How would you like to hear from the Library when we have new programs, services, or news to share with the community? Please select all that apply.

_____ Facebook

_____ Website

_____ Signage in the Library

_____ Flyer/Paper Newsletter/ Events Calendar Available in the Library

_____ Other (Please specify)

_____

_____

9. What programs would you like to see the Hannibal Free Library offer more of? Check all that apply.

_____ Programs for children birth to age 5

_____ Programs for older children

_____ Programs for Teens

_____ Programs for Adults

_____ Programs for Senior Citizens

_____ Other (Please specify)

Appendix A:

Hannibal Free Library

Planning Survey

10. If funding permitted, which one of the following changes would increase your satisfaction with the Library?

_____ More hours of service

_____ More materials (books, audiobooks, DVDs, etc.)

_____ Increase programming

_____ Other (Please specify)

_____

____

Is there anything else you would like to comment on about the library, its services, or how we could better serve you in the future?

_____

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