

**Williamsburg Regional Library  
Library Director's Report – December 2024**

**James City County Library Building Project Updates:**

Adult Area Renovation: Carrie Binsfeld, Melissa Simpson, and I met with Guernsey Tingle Architects on October 23 and October 29 to review the cost estimate for the Adult Area renovation project. The project requires funding from James City County (JCC) as a part of the Capital Improvement Projects (CIP) budget.

Natural Playground at the James City County Library (JCCL): Four contractors attended a pre-bid information meeting held at JCCL on November 20. Bids are due to JCC by December 12. This project is funded by the Friends of WRL Foundation (FWRLF) and three local Kiwanis clubs.

**Engagements & Meeting Highlights**

Public Engagements & Meetings:

- October 24: William & Mary Libraries Event – Stephanie Szostak
- October 25: WRL Public Service Directors Planning Retreat at Freedom Park
- October 25: Presentation to University of Tennessee, School of Information Science
- October 28: FWRLF Executive Committee Meeting
- October 29 & 30, November 5 & 19: LibCal Demo Meetings (Software replacement)
- October 30: Crown Colony Club of Williamsburg Speaker
- October 31: Met with Reagen Thalacker, Library of Virginia
- November 1: Attended the Opening Ceremony for the Bray School
- November 6 & 7: WRL All-Staff Meetings
- November 6: Braver Angels Film Screening
- November 7 & 8: Circulation Services Director Candidate Interviews
- November 8: Senior Advisory Team Meeting
- November 12: Kiwanis Club of Williamsburg Meeting
- November 12: Meeting with Carrie Cooper, Dean of W&M Libraries
- November 19: Outcome Based Evaluation Training, presented by Library of Virginia

Jurisdictional Meetings:

- October 23: Update meeting with Scott Stevens
- October 24: JCC Executive Leadership Team meeting
- October 31: City of Williamsburg Management Team meeting
- October 31: Finance Committee Meetings (FY26 Budget)
- October 31: JCC CIP update meeting with Grace Boone
- October 31: Submitted FY26 Proposed Budget to York County
- November 4: Attended special storytime with guest reader Ruth Larson
- November 6: Met with potential donor, Andrew Trivette, and Randy Casey Rutland
- November 12: Submitted JCC CIP requests
- November 20: JCCL Playground Pre-Bid Meeting
- November 21: City of Williamsburg Management Team meeting

- November 21: Met with Michele Dewitt, Assistant City Manager regarding landscape project
- November 22: Submitted City of Williamsburg CIP request
- November 27: Update meeting with Mark Bellamy

#### Upcoming Engagements & Meetings:

- December 2: FWRLF Finance Committee meeting
- December 3: FWRLF Board Meeting
- December 4: Presentation to Kiwanis of Colonial Capital
- December 5: City of Williamsburg Budget Meeting
- December 6: Tidewater Area Library Directors Meeting at Poquoson Library
- December 10: Library Management Team Tour of the Bray School
- December 11: Emerging Leaders Academy (JCC) Graduation
- December 12: JCC Executive Leadership Team Meeting
- December 17: Library of Virginia Library Directors AI Exploration Group Meeting
- January 7 & 8: WRL All Staff Meetings

**Board of Trustees of the Williamsburg Regional Library**

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**Minutes of Board Meeting October 23, 2024  
Stryker Center, Meeting Room 128**

**Attending:** Nina Simone, Feather Foster, Grace Boone, Gene Bruss, Christopher Gareis, John Parman, Sam Sadler, Toni Sturdivant, Nicole Trifone.

Friends of WRL Foundation (FWRLF) President Randy Casey-Rutland and Library Director Sandy Towers; library staff members Carrie Binsfeld, Benjamin Goldberg, Lisa Hilleary, Desiree Parker, Melissa Simpson, and Katherine Wilkins.

**Absent:** Theresa Owens and Andrew Trivette

**Call to Order:** Chair Simone called the meeting to order at 3:05 p.m.

**Public Comment:** None

**Mission Moment:** None

**Consent Agenda:** Ms. Simone asked for additions, corrections, or deletions to the consent agenda. The October 23, 2024 consent agenda is accepted as written.

**Chair's Report:**

**A. Action Item: Appoint Finance Committee**

Ms. Simone appointed Ms. Boone, Ms. Owens, and Mr. Trivette to the Finance Committee.

Mr. Bruss moved to approve the proposed Finance Committee appointees. Mr. Sadler seconded the motion; the motion was approved by a unanimous vote.

**B. Library Building Liaison Committee**

The Building Evaluation Committee will continue to review the proposals for the Williamsburg Library construction project at an upcoming meeting.

**Library Director's Report:**

**A. Strategic Plan**

Ms. Towers shared the plan for the board to consider extending the Strategic Plan 2023-2024 for a year. This will provide more time for the contract modifications to be completed and for the library building projects to be more defined. Some minor edits will be made to update the executive summary as well as staff and board member names. The Strategic Plan will be presented for board consideration at the December meeting. The Public Service Directors are working on updating Strategic Plan Implementation plan. Ms. Towers will present that to the board at an upcoming meeting.

Ms. Towers advised the board of upcoming Fund Balance Requests to fund two new projects. The first is for a new managed website that will improve WRL digital accessibility and functionality and ensure the library meets ADA digital accessibility laws. The second is for enhancements and/or replacement of the Integrated Library System (ILS). The current ILS contract expires in August 2025 and staff are reviewing all possible options. She anticipates the first to be presented at the December meeting.

## MINUTES APPROVED 12/4/2024

The library held the annual Staff In-Service recognition and training day on Friday, October 11, 2024. The library was closed to the public for the day. Sessions covered topics such as AI ethics, cyber security and fire extinguishers safety. Staff also received training on dementia awareness and as a result of the training, the library is now certified Dementia Friendly by the Dementia Friends of Virginia.

At the Virginia Library Association annual conference, Ms. Towers accepted the Standards of Excellence Gold Award on behalf of WRL. This was the inaugural year for the award and WRL received the highest level of recognition.

WRL has been chosen by WHRO to host a new popup exhibit *Democracy at Work* in the WRL Gallery at the Library Theatre. This photo gallery introduces people who dedicate their lives to public service.

Upcoming events of note include a performance of the Williamsburg A Capella Singers on October 27. The day after the election, on November 6, the film *A Road Trip Across a Divided America* will be screened with a discussion following led by Braver Angels. And the first meeting of the Senior Advisor Team will occur in November with the expectation this will nurture a sense of community among seniors (55+) in the area.

### **B. Education: Collection Development Policy and Procedures**

Ms. Towers shared the Collection Development policy and procedures. These documents define how the library considers items for its collection and the approach for addressing concerns. Updates were made to the Collection Development Guidelines following a training session attended by Ms. Towers, Ms. Binsfeld, and Ms. Simpson.

**Friends of WRL Foundation Updates:** None

**City of Williamsburg Update:** None

**James City County Update:** Ms. Boone reported James City County Parks and Recreation has hired a new director, Arlana Fauntleroy. The Law Enforcement Center is hosting its popular Halloween for Heroes.

**York County Update:** None

**Other Business:** None

**Closed Session:** Ms. Foster moved the board go into closed session pursuant to Section 2.2-3711(A)(1) of the Code of Virginia for a personnel matter. Mr. Parman seconded the motion. The motion was approved by all. The board began the discussion at 3:40 p.m. and concluded at 3:50 p.m. Mr. Sadler moved the board end the closed session. Mr. Gareis seconded the motion; the motion was approved by all present at the closed session.

At the conclusion of the closed meeting, Ms. Foster moved Certification of the Closed Meeting as follows and Mr. Gareis seconded:

Whereas, the Williamsburg Regional Library Board of Trustees has convened a closed meeting on this date pursuant to an affirmative recorded vote and in accordance with the provisions of the Code of Virginia; and

MINUTES APPROVED 12/4/2024

Whereas, Section 2.2-3707 (D) of the Code of Virginia require a certification by this board that such closed meeting was conducted in conformity with Virginia law;

Now, therefore, be it resolved that the Williamsburg Regional Library Board of Trustees hereby certifies that to the best of each member's knowledge, (1) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting to which this certification resolution applies, and (2) only such public business matters as were identified in the motion convening the closed meeting were heard, discussed or considered by the Williamsburg Regional Library Board of Trustees. The motion was approved with a unanimous vote.

Ms. Foster reported the board discussed only items pertinent to a personnel matter.

**Adjournment:** Ms. Simone moved to adjourn at 3:50 p.m. All agreed.

Respectfully submitted,

Approved by,

\_\_\_\_\_  
Katherine Wilkins

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Nina Simone, Chair

**November 7, 2024**

**To:** WRL Board of Trustees  
**From:** Carrie L. Binsfeld, Assistant Library Director  
**Subject:** **October Financial Statement Analysis**

<b><u>Account Name</u></b>	<b><u>Budget</u></b>	<b><u>Spent Encumbered</u></b>		<b><u>Explanation</u></b>
Library Board Expenses	\$7,500	\$7,517	106.4%	Reception for Former Library Director and Staff Day recognition events
Library Catalog & Website Services	\$170,000	\$142,948	84.1%	Annual Sirsi contract paid

Percentage of year passed 33.3%

The Williamsburg Regional Library  
 FY 2025 - Monthly Financial Statement  
 For the period ending October 31, 2024

EXPENDITURES	Amended Budget	FY 2025 Actual	Encumber	FY 2025 Total	% Spent & Encumbered
<b>Compensation</b>					
Salaries	4,183,290	1,227,419		1,227,419	29.3%
Wages	895,649	283,968		283,968	31.7%
FICA	388,539	111,291		111,291	28.6%
Virginia Retirement Systems	616,147	180,008		180,008	29.2%
Health Insurance	740,940	214,302		214,302	28.9%
Workers Comp Insurance & Unemploy	15,022	7,511		7,511	50.0%
VRS Group Life Insurance	57,724	14,401		14,401	24.9%
Fringe Benefits	14,387	4,233		4,233	29.4%
Tuition Assistance	0	0		0	N/A
Benefits Total	1,832,759	531,747	0	531,747	29.0%
Subtotal	6,911,698	2,043,134	0	2,043,134	29.6%
<b>Collection Materials</b>					
Collection Materials	660,000	208,179	67,909	276,088	41.8%
Subtotal	660,000	208,179	67,909	276,088	41.8%
<b>Operations</b>					
Advertising	10,000	1,957		1,957	19.6%
Bank Fees	9,500	2,810		2,810	29.6%
Bindery	0	0		0	N/A
Building Maintenance	55,000	9,979		9,979	18.1%
Communications	40,000	10,312		10,312	25.8%
Computer Replacement	45,000	2,101		2,101	4.7%
Computer Software & Supplies	75,000	31,653		31,653	42.2%
Contractual Services	180,000	137,091		137,091	76.2%
Equipment - General	1,000	0		0	0.0%
Financial Services	28,371	0		0	0.0%
Fund Balance Appropriations	210,820	72,879	76,132	149,011	70.7%
Human Resource Services	95,963	23,990		23,990	25.0%
Insurance	42,000	27,243		27,243	64.9%
Leases	40,000	20,850		20,850	52.1%
Legal/ Recovery Services	7,500	630		630	8.4%
Library Board Expenses	7,500	7,978		7,978	106.4%
Library Catalog & Website Services	170,000	142,948		142,948	84.1%
Library Programs	25,000	6,167	1,350	7,517	30.1%
Local Mileage	4,000	719		719	18.0%
Maintenance Supplies	18,000	6,851		6,851	38.1%
Memberships	9,000	3,756		3,756	41.7%
Miscellaneous	2,000	321		321	16.0%
Postage	17,000	4,237		4,237	24.9%
Printing	5,000	858		858	17.2%
Professional Services	16,000	0		0	0.0%
Software Maintenance	15,000	7,449		7,449	49.7%
Supplies	70,000	21,597		21,597	30.9%
Travel & Training	25,000	3,463		3,463	13.9%
User Refunds	0	107		107	N/A
Utilities	230,000	77,877		77,877	33.9%
Vehicle Services	20,000	7,128		7,128	35.6%
Subtotal	1,473,654	632,952	77,482	710,434	48.2%
<b>TOTAL</b>	<b>9,045,352</b>	<b>2,884,265</b>	<b>145,391</b>	<b>3,029,656</b>	<b>33.5%</b>

The Williamsburg Regional Library  
 FY 2025 - Monthly Financial Statement  
 For the period ending October 31, 2024

<b>REVENUE</b>	<b>Amended Budget</b>	<b>FY 2025 Received</b>	<b>Total Received</b>	<b>% Received</b>
City of Williamsburg	1,085,316	361,772	361,772	33.3%
James City County	6,223,211	2,074,403	2,074,403	33.3%
York County	826,845	275,615	275,615	33.3%
State Aid	510,015	255,008	255,008	50.0%
Fund Balance	56,145	0	0	N/A
Lost Books	10,000	2,602	2,602	26.0%
Interest	45,000	24,777	24,777	55.1%
Copy Machines	35,000	13,083	13,083	37.4%
Other Library Revenue	10,000	3,376	3,376	33.8%
Meeting Room Use	33,000	11,801	11,801	35.8%
<b>TOTAL</b>	<b>8,834,532</b>	<b>3,022,436</b>	<b>3,022,436</b>	<b>34.2%</b>

**NON-BUDGETED OPERATING REPORT**

<b>Program</b>	<b>Revenue</b>	<b>Spent</b>	<b>Encumber</b>	<b>Total Spent &amp; Encumber</b>
Gifts & Memorials	12,310	21,429		21,429
Friends of WRL Foundation	64,583	25,603	17,950	43,553
Library Grants		15,047	2,784	17,831
Program Services	1,124	459	2,000	2,459
Subtotal	78,017	62,538	22,734	85,272

Percentage of year past	33.33%
Payroll % of year past	33.33%

## **Board of Trustees of the Williamsburg Regional Library**

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**December 4, 2024**

### **8.A. Agenda Item Summary**

#### **Action Item: Fund Balance Appropriation**

**Project Title:** WRL – Systems Technology Updates

**Amount:** \$150,000

**Project Summary:** WRL’s critical technology and software systems, including Microsoft licensing, public and staff websites, integrated library system (ILS), online public access discovery layer and notification systems, and Gab-Bag, Museum Pass and Meeting Room reservation systems are all vital to daily operations. Updates are needed due to ending service agreements, limited functionality, accessibility requirements, high costs, and outdated interfaces.

Systems Technology Updates include:

- **Microsoft Licensing:** Microsoft’s recent policy change increased costs for libraries by removing educational pricing. To maintain essential software access, WRL requires additional funding for a new nonprofit agreement starting January 2025.
- **ILS, Discovery Layer, and Notifications:** Transitioning from Horizon and Enterprise to Koha, Aspen, and Patron Point will modernize functionality, enhance accessibility, improve public notifications and interfaces, and lower long-term annual service agreement costs.
- **Website:** Migrating to CivicPlus for website management will ensure ADA compliance by 2026 and reduce long-term annual service agreement costs and maintenance demands.
- **Reservation System:** Adopting LibCal for Gab-Bag, Museum Pass and Meeting Room reservations management will replace soon-to-be-discontinued software systems, improving user experience and integration.

**Request:** This funding will cover increased Microsoft licensing costs and the first-year implementation and service agreement costs for the above systems. These updates will improve service quality and accessibility, reduce long-term annual service agreement costs, and modernize WRL’s critical technology and software systems.

**Attachment:** Fund Balance Report for the Period Ending June 30, 2024

**Previous Relevant Action:** None

Adopted by the WRL Board of Trustees on December 4, 2024

Williamsburg Regional Library  
Fund Balance Report  
For the period ending June 30, 2024

	General Fund		Notes
<b>Fund Balances:</b>			
<b>Non-spendable:</b>			
Prepaid items	<u>\$ 134,256</u>		FY25/6 Expenses Paid in FY24
	\$ 90,586		Outstanding FWRLF Grants
<b>Restricted to:</b>			
Collections/Programs	<u>\$ 176,731</u>	\$ 86,145	Restricted Donations from FY24
<b>Committed Fund Balance - Reserves</b>			
1 Board Reserve		\$ 500,000	
2 State Aid Reserve		\$ 300,000	
3 Catalog Upgrade Reserve		<u>\$ 75,000</u>	
Subtotal Committed FB Reserve	\$ 875,000		9.90% % FY24 Operating Budget (Min 10%)
<b>Committed Fund Balance - Other</b>			
JCCL YS Idea Studio Renovation		<u>\$ 5,412</u>	Bal Children's Area Renovations (JCCL)
Library Facility Improvements Subtotal	\$ 5,412		
Network Projects (SAM)		\$ 14,523	Bal SAM
Network Projects (Data Center)		\$ 55,480	Bal Network Data Center
Network Projects (RFID)		<u>\$ 50,405</u>	Bal RFID Licensing
Library System Improvements Subtotal	\$ 120,408		
Subtotal Committed FB Other	\$ 125,820		
<b>Total Committed Fund Balance</b>	<u>\$ 1,000,820</u>		
<b>Assigned Fund Balance</b>			
Cargo Van Replacement		\$ 85,000	
Emerging Technology Programs & Equipment		\$ 50,000	
JCCL Adult Services Project		\$ 50,000	
Catalog & Website Improvements		\$ 150,000	
New Buildings Collection & Equipment Support		\$ 500,000	
Data Center Replacement		<u>\$ 500,000</u>	Future Capital Replacement Fund
<b>Total Assigned Fund Balance</b>	\$ 1,335,000		
<b>Unassigned Fund Balance</b>			
Total Fund Balances	<u>\$ 3,196,825</u>		6.23% % FY24 Op Budget (Min 5%)

## **Board of Trustees of the Williamsburg Regional Library**

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**December 4, 2024**

**8.B. Agenda Item Summary**

**Action Item: Strategic Plan Update**

The current WRL Strategic Plan 2023-2024 remains a current and fundamental document guiding library operations. Previous discussions with the board determined the current plan should be extended through 2025. The Executive Summary and Acknowledgments list of the Board of Trustees and WRL Leadership team has been updated.

**Attachment:** WRL Strategic Plan 2023 – 2025

Adopted by the WRL Board of Trustees on December 4, 2024



*Inspiring and nurturing a vibrant community through exceptional library services.*

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**WRI** Williamsburg  
Regional Library

# STRATEGIC PLAN

## 2023 - 2025

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*Adopted:  
December 2024*



# Strategic Plan

## 2023-2025

### EXECUTIVE SUMMARY

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The Williamsburg Regional Library (WRL) is a vibrant community resource dedicated to serving residents of Williamsburg, James City County, and York County, Virginia. WRL provides excellent public library services, offering access to a vast range of information resources, both physical and digital collections, engaging learning opportunities, diverse programs, and welcoming community spaces.

With a focus on exceptional customer service, WRL delivers a wide array of core library services, including expertly curated collections, reference assistance, technology resources to promote digital literacy, programs for all ages, and spaces for meeting, studying, learning, and reading.

The 2023-2025 Strategic Plan builds on our commitment to delivering outstanding library services. WRL will continue to assess, enhance, and elevate our service delivery, aiming to reach new audiences while introducing innovative, relevant programs both inside and outside our library buildings to meet the community's evolving needs. As cultural, economic, and technological landscapes shift, WRL remains dedicated to adapting and serving as a vital community resource.

The 2023- 2025 Strategic Plan continues our strategic priorities and maintains the library’s commitment to a sound Financial Framework. The plan addresses services and priorities as WRL embarks on a major construction project – replacing the Williamsburg Library building. Our strategic plan aims to help shape the library construction project, guiding the development of a new facility that reflects WRL’s aspirations for innovation, inclusivity, and high-quality library services.

The Strategic Priorities for 2023-2025 are:

- (1) Reinventing library services
- (2) Communicating and raising awareness
- (3) Planning for new and renovated library facilities
- (4) Strengthening outreach services, community connections, and partnerships

The Financial Framework will continue to serve as a bridge between the Strategic Plan and the annual budgeting and decision-making processes.

**Sandy Towers**

Library Director

**Nina Simone**

Chair, Library Board of Trustees

# Acknowledgements

## WRL Board of Trustees

Nina Simone, Chair

Toni Sturdivant, Vice-Chair

Feather Foster, Secretary

Grace Boone

Gene Bruss

Chris Gareis

Theresa Owens

John Parman

Sam Sadler

Nicole Trifone

Andrew Trivette

Randy Casey-Rutland – President of the Friends of WRL Foundation (*ex officio*)

Sandy Towers – Library Director (*ex officio*)

## WRL Leadership Team

Sandy Towers, Library Director

Carrie Binsfeld, Assistant Library Director (General Services)

Tabor Chapman, Circulation Services Director

Eletha Davis, Outreach Services Director

Benjamin Goldberg, Development Officer

Lisa Hilleary, Technical Services Director

Barbara Jones, Adult Outreach Manager

Mark Lutner, Information Technology Director

Desiree Parker, Marketing and Communications Manager

Alicia Phinney, Youth Services Director

Melissa Simpson, Adult Services Director

Ben Strohm, Program Services Director



## Introduction

The Williamsburg Regional Library's 2023-2025 Strategic Plan builds on the library's existing strategic plan and acknowledges this time of rapid change with the understanding that success in the 21st century world means we must develop new types of public services and new ways of delivering traditional library services. WRL will embrace its role as a community anchor and champion of democracy and information access. WRL will reimagine delivery services to nurture learning and enhance educational and family support, foster connections, and help build strong, resilient communities. The library will be a tireless innovator and energetic partner with other community organizations, leaders, and local support to lift up area citizens and enable them to navigate and succeed in this rapidly changing world.

This plan identifies interim goals for the next two years, as the library works to ensure the continuity of core services, develops responsive new services targeted to evolving community needs, and responds to the need for improved public facilities. The achievement of these goals relies on the continued success of the regional library system, leveraging economies of scale through shared costs and combined resources. The regional system requires a close working relationship with James City County, the City of Williamsburg, and York County to continue to support the library operating budget and fund critically needed renovations and new facilities.

## Mission

Inspiring and nurturing a vibrant community through exceptional library services.

## Vision

Williamsburg Regional Library will contribute to a strong, informed, and resilient community by providing access to relevant resources, programs, and public spaces. Public libraries are essential to a vibrant community and a healthy democracy. WRL delivers outstanding, accessible, and equitable library services to all members of a diverse region. WRL sparks innovation, inspires creativity and learning, and creates connections. WRL empowers individuals to transform their lives.

## Values

- Providing outstanding customer service
- Offering balanced, relevant, and responsive collections
- Supporting lifelong learning
- Providing equitable access to library services
- Adapting services to meet changing community needs
- Embracing technology, innovation, and positive change
- Offering a wide variety of learning experiences
- Providing welcoming public spaces where reading, learning, and imagination thrive
- Providing civic spaces for communicating, collaborating, and exchanging ideas
- Supporting a healthy democracy by encouraging civic dialogue, the civil exchange of ideas, and promoting understanding of a variety of viewpoints on challenging issues
- Valuing, recognizing, and investing in a well-trained, public service-focused staff
- Fostering a positive and diverse workplace culture
- Managing its resources in an ethical and fiscally responsible manner



## Financial Framework

- The City of Williamsburg, James City County, and York County will continue to participate in the regional library contract for library services. All three jurisdictions will continue to fund the operating budget of the Williamsburg Regional Library to provide quality public library services for their residents.
- The library will continue to receive annual State Aid funding that WRL will continue to designate to fund library collections.
- The Friends of Williamsburg Regional Library Foundation (FWRLF) will continue to provide non-budgeted resources in the form of specific grants for innovative collections, programs, and services as funding allows. The FWRLF may conduct special fundraising campaigns for projects as identified jointly with the library board and the director to support the library strategic priorities.
- The library will build new and strengthen existing partnerships with local businesses, non-profits, and community organizations to reach new users and provide more comprehensive and focused services. In collaboration with the FWRLF, the library will energetically pursue outside funding sources through grants to support new initiatives.
- The library will continue to creatively repurpose and enhance spaces in the existing facilities to meet community needs and will work closely with the City of Williamsburg and James City County to request and invest CIP funding in renovations and a single new library facility or two new libraries.
- The library will continue to repurpose staff vacancies to address the most compelling priorities.

# Strategic Priorities

## 2023-2025

**Williamsburg Regional Library (WRL) is focused on four Strategic Priorities:**

### **1. Reinventing library services**

WRL will build on its legacy as a trusted public institution to help individuals navigate complex issues, promote community conversations, personal connections, and access to resources. WRL will continuously evaluate and reinvent public library services with a focus on user experience and relevancy. WRL will help meet the challenges faced by the community, including diversity, equity, and inclusion, and the need for educational support, job help, and access to library resources. WRL will enrich the lives of the community with new learning experiences and opportunities for creativity, collaboration, and connection. WRL will continue to provide an exceptional library experience for community members who value and rely on the library as a source of information, programs, services, and materials to read, listen to, and view.

### **2. Communicating and raising awareness**

WRL is well-known for providing exceptional services. It will continue to communicate the role and value of the public library in the community. The library will build on this foundation, raising awareness of library services, spaces, and programs with a robust marketing strategy and strong digital presence that incorporates the website, social media, and multimedia productions. WRL will expand its efforts to engage non-users and underserved members of the community, working with community partners, local government and nonprofits.

### **3. Planning for new and renovated library facilities**

WRL will work closely with local jurisdictions to plan, design, and construct a new library in Williamsburg and a possible third library in James City County. The new library buildings will serve a rapidly growing population and accommodate evolving library services. WRL will continue renovations of the James City County Library, make ongoing interim repairs and improvements in the existing Williamsburg Library building, while utilizing outside spaces to support community engagement. WRL will seek expanded spaces for growing services to the Grove Community and other underserved neighborhoods.

### **4. Strengthening outreach services, community connections, and partnerships**

WRL will update and implement a dynamic outreach plan to equitably serve disadvantaged and vulnerable populations through community collaborations, outreach activities, and investment in staffing, digital access, collections, and educational programs. WRL will work closely with regional educational institutions and other partners to identify community needs, maximize effective use of combined resources, and amplify the impact of the library.

## Williamsburg Regional Library September 2024 Snapshot

### Library Visits

Williamsburg Library	26,785
James City County Library	12,636
Stryker Center	1,267
<b>Total Visits</b>	<b>40,688</b>

### Williamsburg Library Circulation

Jurisdiction	WL Circulation	Percent of Total
City of Williamsburg	7,336	18%
James City County	27,094	65%
York County	6,809	16%
Other	406	1%
<b>Total</b>	<b>41,645</b>	

### James City County Library Circulation

Jurisdiction	JCCL Circulation	Percent of Total
City of Williamsburg	1,112	4%
James City County	23,615	84%
York County	3,205	11%
Other	306	1%
<b>Total</b>	<b>28,238</b>	

### Total Physical Circulation by Jurisdiction

Jurisdiction	Total Circulation	Percent of Total
City of Williamsburg	8,698	12%
James City County	52,761	73%
York County	10,129	14%
Other	740	1%
<b>Total</b>	<b>72,328</b>	

### Digital Circulation

Jurisdiction	Digital Circulation	Percent of Total
City of Williamsburg	3,569	14%
James City County	18,666	72%
York County	3,331	13%
Other	392	2%
<b>Total</b>	<b>25,958</b>	

## Williamsburg Regional Library October 2024 Snapshot

### Library Visits

Williamsburg Library	26,925
James City County Library	12,710
Stryker Center	772
<b>Total Visits</b>	<b>40,407</b>

### Williamsburg Library Circulation

Jurisdiction	WL Circulation	Percent of Total
City of Williamsburg	7,576	19%
James City County	26,248	65%
York County	6,395	16%
Other	406	1%
<b>Total</b>	<b>40,625</b>	

### James City County Library Circulation

Jurisdiction	JCCL Circulation	Percent of Total
City of Williamsburg	931	3%
James City County	22,541	82%
York County	3,672	13%
Other	207	1%
<b>Total</b>	<b>27,351</b>	

### Total Physical Circulation by Jurisdiction

Jurisdiction	Total Circulation	Percent of Total
City of Williamsburg	8,836	13%
James City County	50,749	72%
York County	10,193	14%
Other	703	1%
<b>Total</b>	<b>70,481</b>	

### Digital Circulation

Jurisdiction	Digital Circulation	Percent of Total
City of Williamsburg	3,626	14%
James City County	18,534	70%
York County	3,992	15%
Other	450	2%
<b>Total</b>	<b>26,602</b>	