

**PLAINEDGE PUBLIC LIBRARY**  
**LONG-RANGE STRATEGIC PLAN OF SERVICE**  
**July 1, 2018 - June 30, 2023**

**Adopted by The Board of Trustees**  
**June 17, 2018**

**OVERVIEW**

The 2018-2023 Long Range Plan of Service is a strategic blueprint for the Plainedge Public Library through the next five years. It represents our aspirations for the future and our plan to provide the best possible Library Service to our community. It was developed by the Plainedge Library Board of Trustees, the Library Director, the staff and includes suggestions by the residents of our community.

**The Library in the Plainedge Community**

The Plainedge Public Library occupies a special place within the community. In the age of cyberspace, our residents use the Library for many different reasons. It offers more than print and electronic information. It offers a place to think and ponder, to develop long-term goals and visions by consulting with the greatest minds of the past, to seek perspective in a setting devoted to ideas and discovery.

**Vision**

The Plainedge Public Library embraces the heritage and future of our community. We aspire to provide the resources and programs to help all residents of all ages to learn, participate, connect and discover:

- Supporting literacy and learning
- Responding to the various and diverse information needs of our community
- Ensuring freedom of access to information
- Offering space for people and ideas to come together
- Providing materials and programs to educate, entertain and inspire
- Committing to excellent stewardship of the physical and financial assets entrusted to the Library
- Rendering excellent patron orientated service to our community
- Maintaining collaboration with the Plainedge School District
- Preserving the history and heritage of the Plainedge Community

## Mission Statement

The Plainedge Public Library is the learning center of our community, a place where our residents can turn to for the discovery of ideas, the joy of reading and the power of information. It is a place where residents can connect with the past and plan the future. Community needs drive our services and we take a personal interest in ensuring that they are delivered in a welcoming, convenient and responsive manner.

## Long Range Plans of Service 2013-2018 Achievements

### Adult/Young Adult Services

- Online Registration for Museum Passes through Tixkeeper
- Online Adult Program Registration with EventKeeper
- Paypal for payments to be made for adult program fees
- Appointment of a Young Adult Librarian to better serve High School students
- Rearrangement of the Young Adult collection to make it more user-friendly
- Continuing a Summer YA volunteer program with new activities for participants
- Offering Community Service to Young Adults throughout the school year
- Weed the adult reference and circulating book collections to better reflect the contemporary interests and needs of library patrons
- Rearrangement of the Adult Collection of materials to provide more space for audiovisual items and technology equipment
- Add popular interest databases, such as Consumer Reports and Freegal Music, in addition to those needed for school assignments
- Add more Museum Passes to the Museum Pass program, based on patron requests and recommendations
- Streamline the Library Newsletter to include two months of programming information
- Cake Pan Loan program
- Addition of a Book Club

### Children's Services

- Created the Family Reading Corner
- Updated the toys in the Media Center
- Replaced and rearranged Picture Book Shelving
- Introduced Crayon Kiosk
- Leveled the fiction collection
- Relabeled entire book collection
- Created and implemented Multi-Age Play Group and Tiny Tots Time
- Introduced online Summer Reading Club
- Worked with Plainedge SEPTA to create and implement Autism Awareness Day
- Hatched chicks
- Changing format of Summer Reading Club with increase in walk-in programming
- Updated video game collection
- Implemented "The Great Character Book Hunt" to increase library attendance in February
- Implementing supplemental reading program in August for Gr. 2-5

- Purchased new phonics reader collection
- Worked with Plainedge Teacher Center to create "Dr. Seuss Common Core" program
- Worked with Plainedge H.S. Robotics Club to create annual program
- Programming around Code and Code Mice

## Technology

- Replaced Linux airprint server with a dedicated wireless print-server to handle the updated MAC/IOS operating systems.
- Added settings to enable Windows devices (besides IOS/MAC)
- Updated method Trustees use to display and search board packets
- Continuously updated, upgraded and reviewed website and databases
- Set up TixKeeper to keep track of museum passes
- Completely revised statistics spreadsheet to make monthly collecting info easier.
- Continuously made statistics code revisions due to changes at the NLS server.
- Added a new newsletter PC to help expedite entry and changes.
- Added a video conferencing Workforce PC to help jobseekers find jobs and interview.
- Installed camera to see the parking lot remotely
- Upgraded to a better quick page feed scanner for public to directly email scanned documents.
- Added equipment loan for the instructors in the meeting rooms. Items including cables, adapters and wireless microphones.
- Migrated the Time and Attendance system to the cloud so staff can access their timeclock data, including accrued time, request time off, etc.
- Setup a live streaming chick cam for the children's department allowing patrons to see the pre/post hatching chicks from home.
- Set up a wired video doorbell intercom for the technical process room outside door with remote door unlock which allows the staff to remotely unlock the backdoor from the front desk.
- All staff has an email address and is using Google Suite
- Automated the newsletter, taking information from eventkeeper and mailed every other month
- Worked with ALIS to figure out circulation policy on their end
- Timetrex - installed on all computers.
- Purchased Code and Go Mice for the Children's Room. They are doing pop up programming with them all the time.
- Staff schedules are being emailed, rather than printed.
- Facebook, Twitter and Instagram pages are up and running
- Paypal account set up, patrons will soon be able to sign up for programs online
- Working on redesigning the website
- Scheduled Tech help on the main floor
- Children's Staff is updating the Crayon Kiosk ipads

## Circulation

- Updated Circulation Policy
- Updated Homebound Policy and will begin to offer it to the public
- Photography Policy
- Instituted Cake Pan circulation and Policy

## Special Projects

Attended PTA meeting for every school in the district and email PTA parents periodically to let them know what's going on at the library.

- Approved an annual calendar
- Arranged to close with schools in bad weather
- Purchased an AED
- NARCAN trained

## Library Building

- Replaced back door
- Installed panic bar
- Held fire drill
- Magnetic flashlights in every department
- First Aid kits purchased, including ice packs
- Worked with School Facilities Manager to find out building capacity and if we can house Hagedorn Village School, in case of emergency.
- Arrows and bollards in parking lot were repainted
- Installing doorbell on back door, with camera, for security purposes
- We had 4 trees removed that were dying and dangerous, or were creating a mess in the parking lot
- Moved the 'for sale' periodicals in front of the sliding doors, so no one gets hurt
- Put in a filtered water cooler
- Contracted with snow removal company to keep parking lot safe
- Replaced leaf blower
- Replaced lawn mower
- Applying for rebate to replace fluorescent lighting with LED
- Installed blinds in the front of the building and cut down all the blinds in the entire building.

## Financial

# Library Goals of the Long Range Plan of Service 2018-2023

The goals set forth in the 2018-2023 Long Range Plan of Service are definitive statements based on the recommendations of the Staff and Trustees of the Plainedge Public Library. Also incorporated into the 2018-2023 Long Range Plan of Service are suggestions provided by patrons. Each goal of the Plan describes specific objectives or services that will be undertaken to achieve the mission and visions of the Plainedge Public Library.

## Goals:

1. To serve as a source of materials in all formats, print and non-print, of current interest.
2. To serve as a reference and information center within the community.
3. In addition to maintaining an array of traditional Library programs and special events presently offered to the community, the staff will explore ways to deepen the Library's connection to the community through targeted programming.
4. In tandem with and support of the Library's 2018 Technology Plan, the staff will stay abreast of new technology and electronic resources while assessing how this technology can be implemented to enhance and expand service to the community.
5. Expand continuing education for staff development with an aim of offering more efficient and effective Library Service.
6. Continue to support the Plainedge School District's educational goals with on-going cooperation and sharing of resources.
7. Increase public awareness to ensure that all members of the community are aware of Library resources and services and value for personal and economic growth.
8. Develop the Library as a central place within the community to find social service information and answers.
9. Provide an inviting, comfortable facility that meets the need for convenient access to Library collections, resources and technology.
10. Continue to utilize the Library's annual operating budget in the most efficient and effective way while seeking additional outside sources of funds for special projects.

## Goal 1

### ***To serve as a source of materials, of current interest.***

The Plainedge Public Library provides an extensive collection of current, high demand materials in a variety of formats for all age levels, while maintaining balance and depth throughout the collection.

## Objective

\*Maintain a quality, relevant and appealing print collection for both children and young adults.

\*Regularly withdraw outdated, damaged and long uncirculated materials and replace as needed.

\*Enhance the non-print collection, to reflect the interests and suggestions of patrons.

## Goal 2

***Continue to serve as a reference and information center within the community.***

The Plainedge Public Library Reference Department accommodates students, job seekers, parents, young adults, and Plainedge residents in every stage of life.

### Objectives:

\*Evaluate and consider reference and information resources in the most appropriate format with an emphasis on electronic subscriptions, adding or changing databases to address the changing needs of the community.

\*Periodically evaluate the accessibility of reference databases on the Library's website.

## Goal 3

***In addition to maintaining an array of traditional Library programs and special events, the staff will explore ways to deepen the Library's connection to the community through targeted programs.***

The Library sponsors many workshops, craft programs and special holiday events throughout the year.

### Objectives

\*Respond to the changing age demographics in the community by sponsoring additional programs of interest to the growing senior citizen population (i.e. health issues, tax reduction, estate planning, etc.).

\* Continue to develop and offer cultural and education programs

\*Continue to provide storytimes and other similar programs for preschoolers to introduce early literacy skills and encourage the joy of reading.

\*Establishing relationships with young adults, giving them the educational and recreational environment they need to flourish, by providing them with opportunities to volunteer in the Children's Room and to fulfill their required community service hours.

\*Expand the Museum Pass program to meet the interests of the community

#### Goal 4

***In tandem with and support of the Library 2012 Technology Plan, the staff will stay abreast of the new technology and electronic resources and how the new technology can be implemented to enhance and expand service to the community.***

Technology has become integrated into all aspects of Library service. Computerized catalog of Library materials, instant reserving and renewing of items and informational databases on our homepages have allowed the Library to offer virtual 24/7 Services.

#### Objectives

- \*Continue to have appropriate staff attend technology meetings and workshops to keep informed of the latest technology available as related to Library Services.
- \*Offer additional classes for patrons on digital devices and digital information including instruction in using the electronic catalog, accessing Library subscription databases, using E-readers and the new software programs.
  - \*Expand the digitization of local history collection that can be accessed from the Library Homepage.
  - \*Continue to implement the Homepage content management system to improve access to subscriptions and other databases as needed.
  - \*Follow trends in the use of E-readers and other digital devices.
  - \*Create better promotions for digital resources available at and through the Library.

#### Goal 5

***Expand continuing education for staff development with an aim of offering more efficient and effective Library Service.***

The day-to-day operation of the Library depends on the staff, especially patron service. It is through the staff, that the patrons are guided in the use of and access of Library Services. As a result, the Library is committed to providing the best possible service to all ages by members of the staff.

#### Objectives

- \*Expand educational opportunities for staff to improve skills, especially in the area of customer service.

\*Continue to encourage staff participation at staff meetings and improve communication among the departments.

\*Evaluate current job descriptions and amend as needed for better organizational structure and work flow.

\*Continue to collect feedback from patrons to evaluate and improve patron service.

## Goal 6

### ***Continue to support the educational goals of the Plainedge Public Schools with ongoing collaboration and sharing of resources.***

The Plainedge Library is dedicated to encouraging and supporting the education of all students within the District. The Children's Department and the Director have established a strong partnership with the Plainedge School District as a means to support learning in addition to fostering a love of learning.

## Objectives

\*Encourage the teachers in all elementary schools to continue to bring students to the Library for class visits.

\*The Children's Librarians will inquire about any regularly scheduled school projects so that Library materials will be available for special homework assignments.

\*Expand the Homework Help Center by inviting high school students to provide homework help for students in the elementary schools.

\*Develop a Library card promotion campaign for students at the start of each new school year.

\*Expand the promotion of Library Services to help students and parents understand how the many Services and resources can contribute to academic success.

## Goal 7

### ***Increase public awareness and marketing of Library materials, services and programs***

Our constituency does not consist only of people who have Library cards and use them, frequently or periodically, but also our potential patrons don't realize that the Library offers many resources that would be beneficial for personal and economic growth in addition to recreational events. All new as well as traditional new services must be continually publicized so that residents can make full use of all that the Library has to offer.



## Objectives

- \*Each year the month of September will be publicized as “Library Card Sign Up Month” with on-going publicity.
- \*Develop staff as on-going vehicle for marketing and promoting Library programs and resources.
- \*Continually update the Library website with information on new Library Services.
- \*Partner with PTA groups in each school as a vehicle for promoting Library Services, programs and resources.
- \*Continuously improve and encourage the use of the website as a 24/7 Library.
- \*Review and revise all promotional materials annually.
- \*Continue to develop attractive displays to merchandise current materials.
- \*Make existing Library Services and resources more visible by annually revisiting the “Welcome to the Plainedge Public Library” packet given with newly issued library card.
- \*Continue the mailing of the print Newsletter and the use of other on-line and electronic resources to publicize and promote Library programs and services.

## Goal 8

### ***Develop the Library as a place to find Social Service information and answers.***

As funding to local Social Service agencies is reduced and services eliminated, residents are now turning to the Library for information on available Social Services.

## Objectives

- \*Provide a visible location within the Library where residents can easily find printed Social Service information.
  - \*Continue to provide a Senior Connection Volunteer to answer questions on a one-to-one basis from seniors in need, of a special service.
  - \*Promote and educate the public and staff about Social Service information available on the website of various local, and state Social Service providers.
  - \*Invite local service providers to present information programs and resources that

are available through local Social Service agencies.

### Goal 9

***Provide an inviting, comfortable facility that meets the need for convenient access to Library collections, resources and technology.***

The Library enriches the community by providing a well maintained, comfortable and safe multi-use facility where residents can meet, share ideas and be educated, entertained and informed.

#### Objectives

- \*Continue to examine the facilities and make repairs and upgrades to the building and equipment as needed.
- \*Evaluate, manage and use the current facilities and space in the best possible manner.

### Goal 10

***Continue to utilize the Library's annual operating budget in the most efficient, effective and responsible manner while seeking additional outside sources for funds for special projects.***

Trustees of the Library are responsible for the Library finances. As custodians of the public funds, the Trustees will ensure that all Library Funds are managed properly.

#### Objectives

- \*Ensure adequate funding to provide staff with the appropriate resources to support excellent Library Services.
- \*Review and approve detailed financial stats at each Monthly Board Meeting of The Trustees to ensure the public funds are spent responsibly.
- \*Continue to carefully review the Library accounts, the annual audit and assign any surplus fund to the proper GASB 54.
- \*Explore alternative funding sources to supplement the operating budget and encourage the Director to continue to apply for grants to enhance services and improve the facilities.

### In Summary

We are living in a most unique and very challenging time, especially for a public library. We have successfully blended traditional Library Services with the resources of the electronic age. The economic realities of an unstable economy has given the Library an opportunity to step out of our traditional role and offer unique programs and resources to meet the needs of our residents living in a difficult economy. We have embraced the new technology and incorporated it into providing new and better service. Most important, we have, and will continue to close, the ever widening chasm between those who own technology for personal use and those who have not been able to keep up with the ever evolving new technology, be it through education or economics. As more residents turn to the Library for entertainment, we will explore new programs and year-round special events that can be enjoyed by persons of all ages. We do not know what the Library of the future will look like, what services or resources will be available, but whatever the future may bring, the trustees and staff of the Plainedge Library stand ready to serve our community.