Imagine the Possibilities is the result of a process initiated by the Library’s Board of Trustees and Director in which 925 community residents responded to an online survey, and Trustees and staff met with facilitators to discuss the direction and improvements for the library. The planning process identified challenges and opportunities for the library and generated priorities, goals, and possible activities that build on the library’s previous successfully implemented plan. This plan will ensure that Livingston Public Library continues to be a vibrant center of town life for many years to come.

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In 2015, we began a community-wide planning process to develop a multiyear strategic plan for the future of the Livingston Public Library. We were determined to build on our past achievements and to anticipate and respond to challenges in a thoughtful manner. The Board of Trustees and Director Amy Babcock-Landry agreed that a new strategic plan would provide the focus needed for the changes ahead.

Since that time, the Livingston Public Library has been improving every day and we can say that the strategic plan that we initiated in 2015 has been a success. During this new cycle of planning for the future, we again requested information from our patrons and all residents. We received nearly one thousand survey responses and many thousand comments. We also met with all staff and trustees to help inform the process about our next steps. We are grateful for the time that everyone spent talking to us about the future.

The library’s current vision, mission, and priorities continue to represent an exciting roadmap for providing exceptional library service. We are confident that our library, as it adapts, changes, and embraces new challenges, will continue to be a highly valued destination at the heart of our community’s civic life.

Consultants Leslie Burger and Alan Burger of Library Development Solutions assisted by providing a planning framework and facilitating meetings with the Board and staff.
The Livingston Public Library is supported and used by thousands of residents who value the role the library plays. Our vision and mission is shaped by the interactions we have with residents every day.

Our Vision for the Future

Our long-term vision for the Livingston Public Library builds on the library’s achievements and focuses on a future where it is at the heart of community life.

The Livingston Public Library, the heart of our vibrant town, fosters community engagement, connects people with ideas and each other, and makes Livingston a better place to live and work.

Our Mission

Our mission statement describes what we do every day and our impact on those who use the library. It guides us in the services we provide, the choices we make, and our interactions with patrons.

The Livingston Public Library, the place where reading, learning, and ideas converge to transform lives.

Our Shared Values

The Livingston Public Library staff and Trustees embrace the following values as we deliver service to the community:

- We offer an extraordinary library experience for everyone in our diverse community through a combination of great resources, friendly, knowledgeable staff, and exceptional customer service.
- We provide comfortable, welcoming, and continually reimagined space that supports the way people use libraries today and well into the future.
- We provide a variety of programs to meet the needs and interests of our entire community.
- We invest in our staff so they can learn and grow in their positions.
- We offer access to the latest technology, software, and training so everyone can participate in our digital society.
- We foster literacy, learning, and community engagement to support an active democracy.
- We are thoughtful stewards of public resources.
As a result of the last strategic plan, the Livingston Public Library has realized many accomplishments and created exceptional user experiences. Among the library’s more notable recent achievements are the following:

- A reimagined children’s room features bright, new furniture, more welcoming space for families with younger children and is now often used for library programs and playgroups.
- The teen area has been refreshed with additional furniture because it was often overflowing during peak times.
- The help desk was removed to consolidate service points. A comfortable seating area was created in its place.
- The print reference section was reduced and made current. The fiction collection was relocated to the reference wing of the library and now the entire adult print collection is centrally located.
- A new reading lounge and co-working space for adults is being created near the circulation desk. As library use continues to grow, spaces where conversation can flow naturally are in high demand. This new area will allow for casual gatherings and small group meetings.
- An internal staff website has been created to provide a centralized location for policies, forms, schedules, etc.
- Full day staff trainings have become an annual event.
- The library’s bandwidth has doubled since 2016.
▶ Our redesigned website was launched under the easy-to-remember domain, www.livingstonlibrary.org
▶ Technology instruction has been introduced for adults and children.
▶ Structured technology training for staff and the public is available through customized online tutorials.
▶ The library has developed a popular “Library of Things” collection including items such as laptops, mobile hotspots, bird watching kits, and telescopes.
▶ Additional passes have been added to the museum pass program and can now be reserved online.
▶ The library has become an Overdrive advantage customer and has made a significant investment to purchase more e-books and e-audio to meet our patron needs.
▶ The library has strengthened and enhanced its relationship with the school system: A meeting was held at the Library with all school media specialists; all school administrators came to the library for an overview of library resources; library events are often promoted in school newsletters; Library staff conduct visits to all the public schools to promote summer reading.
▶ The library partnered with the Livingston Public School system to issue library cards to all 6th grade students.
▶ The library continues to strengthen its community partnerships, through relationships with the Livingston Chinese Association, the Livingston Diversity and Outreach Committee, the Livingston Senior Youth and Leisure Center, and the Livingston Police Department.
▶ Staff have been cross trained and work at multiple service points.
▶ The library’s social media following and engagement has grown significantly.
▶ The email newsletter has become a highly effective form of communication and is sent to over 14,000 subscribers weekly.
▶ The redesigned Summer Reading Challenge includes additional educational elements. Students who are traveling for the summer can now participate in the program online.
▶ The World Language Collection was relocated and refreshed. Since the move, this collection has seen an increase in use.
▶ The Friends of the Livingston Public Library has seen an increase in revenue every year since 2016.
This strategic planning process resulted in four priorities to provide focus and direction from 2020 to 2023. Outcome measures for each will assess the library’s progress and guide annual board and staff planning and budgeting discussions.

**Priority One:** Position the Library as the Community’s Destination for Learning

**Priority Two:** Be the Leader in Technology Resources, Instruction and Digital Literacy

**Priority Three:** Engage Everyone in Livingston in the Library

**Priority Four:** Increase Library Awareness and Support
Priority One: Position the library as the community’s destination for learning

Create collections, programs, and spaces that make the Livingston Public Library the destination for learning

Library staff and trustees have made the library an irresistible destination, as the first priority in the current plan states. In order to keep the momentum going forward, the library staff and trustees need to continually address the changes in the way people seek information, read, use library space and interact with each other. Repurposing space, collections and developing new programs will ensure that the library remains fresh and vibrant for years to come.

Objectives

1.1 Develop new plans to refresh and repurpose library space to meet changing community and individual needs
1.2 Make it easier to use the library and to browse the library collection
1.3 Continue to develop a staffing plan that meets evolving service needs
1.4 Provide after-school activities for children and teens

Key Measurements:
- Increase annual print and digital circulation
- Increase the number of library visitors annually
- Repurpose stack space to support new uses
Priority Two:  
Be the leader in technology resources, instruction and digital literacy

The library anticipates people’s technological needs and provides access to digital resources. The library has become the “go-to place” where everyone can find useful technology assistance and instruction. No Livingston resident can be left behind in a digitally literate world.

Objectives

2.1 Create a state-of-the-art technology center to support community and staff learning

2.2 Establish and staff a technology department to lead and manage the library’s technology and digital infrastructure

2.3 Update the library’s technology plan to address current needs and anticipate future needs

2.4 Make the library the community’s “go-to” place for technology

Key Measurements:
- Create a technology department
- Staff the technology department with talented leaders
- Structured technology training for staff
Priority Three: Engage everyone in Livingston in the library

Marketing and communication will increase awareness about the library and attract new audiences to programs and activities.

The library will invite, welcome, and engage all residents to experience and use its essential resources by reducing barriers, including parking and wait list issues. Increasing attendance continues to attract an enthusiastic group of participants to a wide offering of programs.

Objectives

3.1 Increase use of the library by more residents

3.2 Program with a Purpose

Plan key measurements:
- Increase program attendance each year
- Increase library programs with community partners
Priority Four:
Increase library awareness and support

Make Livingston Public Library the most used and useful local destination

The Livingston Public Library currently serves 25,054 individual cardholders out of a total population of 29,366, an amazing 85% of the population.

Objectives

4.1 Expand advocacy and support

4.2 Develop new private/public funding opportunities

Key Measurements

- Increase the number of annual visits to the library
- Set targets to increase and measure the number of followers and level of engagement on all social media used by the library, especially Facebook, Instagram, and Twitter
- Increase contributions to the annual appeal
Traditional statistics that measure library usage (program attendance, visits, circulation, and registrations) are important metrics to assess what happens in the library on an annual basis. The library’s Annual Report to the community is a valuable source of library progress for all to see. The Livingston Public Library has successfully adopted “social” indicators to gauge successful implementation and performance of the strategic plan.

The library will continue to:

- Implement an annual patron satisfaction survey to elicit feedback from residents about the success and value of their programs and collections

- Experience an increase in visits to the library and encourage active use of the library by cardholders

- Engage with residents through the Blog and social media, including Facebook, Twitter and Instagram and experiment with other formats