COMMUNITY CENTERED

Strategic Plan

2019-2021

North Brunswick Public Library
880 Hermann Road
North Brunswick, NJ 08902
732-246-3545
WWW.NORTHBRUNSWICKLIBRARY.ORG
# TABLE OF CONTENTS

Letter to the Community ........................................................................... 3  
Mission Statement....................................................................................... 4  
Vision Statement......................................................................................... 4  
Core Values.................................................................................................. 4  
Executive Summary.................................................................................... 5  
Municipal Profile........................................................................................ 6  
Library Profile ........................................................................................... 7  
The Plan......................................................................................................... 8
LETTER TO THE COMMUNITY

In an effort to continue fulfilling the role as the community center and primary destination for information, education, and entertainment; the North Brunswick Public Library has instituted a strategic plan. This plan is the result of the collaborative efforts of the library's patrons, staff and trustees. It outlines a set of goals and activities that will guide the actions and decisions of the library staff and trustees now and into the foreseeable future.

This plan represents the library’s commitment to the community. A commitment to build on our reputation of excellence, to strengthen our role as an invaluable community resource, and to remain the center of intellectual, social and cultural life in North Brunswick. By identifying and addressing the challenges and opportunities presented to the library, this plan will be an essential tool in allowing us to continue to grow and fulfill the evolving needs of our community.

The staff and trustees of the North Brunswick Public Library care deeply for all residents of the community and the future of our institution. We will endeavor to ensure that the library remains a valuable and integral institution in the lives of all members of the community. And we pledge that the library will inspire and empower the community to learn, create, connect and succeed now and in the future.

- Zoltan L. Braz Jr., Library Director
MISSION STATEMENT

To inspire and empower the community to learn, create, connect and succeed.

VISION STATEMENT

The North Brunswick Public Library will fulfill the diverse educational, cultural and social needs of the community through superior service, quality resources and a welcoming environment.

CORE VALUES

We value equal access to information.
We provide resources that meet the needs and desires of our community.
We respect diverse viewpoints and individual differences.
We endeavor to let integrity and respect direct all interactions.
We protect the public’s right to privacy.
We strive for fiscal responsibility.
EXECUTIVE SUMMARY

Goal 1
Provide every individual a positive experience each time they use the library

The library aspires to be a community destination where the public will meet, interact and engage in constructive activities and be supported by a well trained staff, a welcoming and user friendly facility, and modern technology.

Goal 2
Be a community hub by offering programming that enriches the lives of all residents

The library will enrich the social, cultural, educational and professional lives of all residents by fostering the love of reading and promoting lifelong learning by presenting interesting and relevant programming.

Goal 3
Provide resources and services that support the community’s information and entertainment needs

The library will satisfy the community’s needs and requests by offering first-class reference service and a modern collection of materials, and by being the preferred source for local history, news, and information.

Goal 4
Increase public awareness and support of the library’s mission, resources and services in the community

Through targeted marketing and a more active presence in the community the library will create greater relationships with all residents of North Brunswick.

Goal 5
Secure sufficient funding to meet the needs of current and future residents

We will safeguard the fiscal present and future of the library with a variety of strategies that include grant writing, charitable donations, on-site income approaches and organizational fundraising.
At the 2010 United States Census, the population was 40,742, reflecting a continued increase of 4,455 (+12.3%) from the 2000 Census of 36,287, and of 9,455 (+30%) from the 1990 Census of 31,287.

The population density was 3,396.2 per square mile. There were 15,045 housing units at an average density of 1,254.1 per square mile. The racial makeup of the 40,742 residents in the township was 46.61% (18,991) White, 24.27% (9,888) Asian, 17.47% (7,116) Black or African American, 8.16% (3,323) from other races, 3.04% (1,238) from two or more races, 0.42% (171) Native American, and 0.04% (15) Pacific Islander. Hispanic or Latino of any race were 17.73% (7,223) of the population.

The population’s demographics reflected a median age of 35.5 years. More specifically, 33.3% aged 25 to 44, 25.6% aged 45 to 64, 23.4% aged 18 and under, 9.3% aged 65 years and older and 8.4% aged 18 to 24. For every 100 females there were 97.6 males. For every 100 females ages 18 and older there were 95.2 males.

Of the 14,551 households and 10,404 families, the average household size was 2.72 and the average family size was 3.22. In the households:

- 53.4% were married couples living together
- 35.7% had children under the age of 18 living with them
- 28.5% were individual households with 6.3% of those individuals aged 65 and older
- 13.5% had a female householder with no spouse

The Census Bureau’s 2006-2010 American Community Survey showed that (in 2010 inflation-adjusted dollars) median household income was $78,469 and the median family income was $91,053. Males had a median income of $60,285 versus $50,018 for females. The per capita income for the township was $32,944. About 4.5% of families and 6.8% of the population were below the poverty line, including 7.2% of those under age 18 and 5.3% of those age 65 or over.
LIBRARY PROFILE

Building
14,200 square feet
Dedicated in 1972 and Remodeled in 1996

Collection (2017)
133,045 items owned - 76,807 print, 41,966 downloadable, 9,413 video, 4,487 audio, and 372 other items

Library Usage (2017)
• Total library cards are 22,311 of which 11,720 are active
• Total materials borrowed were 234,463 including 51,381 DVDs and 250 museum passes
• Total usage of databases was 7,080
• There were 367 library programs attended by 2,706 patrons
• There were 162,364 visits to the library building and 137,759 visits to the library website

Staff
Director - 1
Librarians - 5 full time and 1 part time
Library Associate - 1 part time

Library Assistants - 6 full time and 4 part time
Computer Lab Assistant - 1 part time
Maintenance Person - 1 full time
Bookkeeper - 1 part time
Security Guard - 1 part time

Governance
9 member Board of Trustees appointed by mayor

Hours of Operation
Monday-Thursday 10:00am-9:00pm
Friday-Saturday 10:00am-5:00pm
Sunday 12:00pm-5:00pm
THE PLAN

GOAL 1
Provide every individual a positive experience each time they use the library

Measures of Success
▪ Increase the annual number of visits to the library by 10%
▪ Each staff member will complete one continuing education course per year

Objective 1.1
Maintain a motivated and skilled staff committed to providing superior and positive service

Activity 1.1.1
Train staff to be fully conversant with the library’s mission, policies and procedures

Activity 1.1.2
Offer career planning and professional development to all staff

Activity 1.1.3
Develop job descriptions for all staff positions

Activity 1.1.4
Institute annual staff performance evaluations

Activity 1.1.5
Require staff to engage in continuing education as a performance expectation

Activity 1.1.7
Develop reference and circulation manuals to aid in new employee training

Activity 1.1.8
Develop an intranet to ensure that staff are fully informed about library news, events and programs

Objective 1.2
Organize the library for greater ease of use and access

Activity 1.2.1
Provide interior signage that is understandable, attractive, and visible
**Activity 1.2.2**
Assess and improve the physical locations of library resources including collections, equipment and furnishings for greater patron-friendly access and use

**Activity 1.2.3**
Review and update all policies to ensure that they are not barriers to the library providing superior service and meeting community needs

**Activity 1.2.4**
Post instructional videos on the website for the most common library activities

---

**Objective 1.3**
A library facility that continues to be modern, welcoming and safe

**Activity 1.3.1**
Establish a new library building that would provide the features and space to meet the community’s needs

**Activity 1.3.2**
Obtain the appropriate safety and first aid equipment and train staff on their use

**Activity 1.3.3**
Provide additional outdoor seating for the public

**Activity 1.3.4**
Upgrade and maintain the existing landscaping

---

**Objective 1.4**
Maintain and update the technology infrastructure

**Activity 1.4.1**
Enable wireless printing from all mobile devices

**Activity 1.4.2**
Establish a system for tracking and resolving technical problems
GOAL 2
Be a community hub by offering programming that enriches the lives of all residents

Measures of Success
• Increase the annual number of library programs by 10%
• Increase the annual number of program participants by 10%

Objective 2.1
Promote literacy and the love of reading for all ages

Activity 2.1.1
Make thematic book lists for children, teens, and adults in print and online

Activity 2.1.2
Conduct quarterly reading contests

Activity 2.1.3
Develop a customized personal reader’s advisory service

Activity 2.1.4
Form a staff reader’s advisory committee and hold monthly meetings

Activity 2.1.5
Offer more book related programming (book groups, author talks, literary festivals and online book groups)

Objective 2.2
Support lifelong learning through formal and informal education and training

Activity 2.2.1
Offer an increased number and variety of technology classes

Activity 2.2.2
Provide after school programming and homework help for students

Activity 2.2.3
Develop programming to support job seekers and entrepreneurs

Activity 2.2.4
Increase our programming related to S.T.E.A.M.
Objective 2.3
Offer programming that serves the needs and interests of the community

Activity 2.3.1
Reconfigure the children’s area to allow for a greater number and variety of programs

Activity 2.3.2
Increase programming that focuses on lifestyle issues such as health and wellness, employment, retirement, parenting, caring for aging parents and personal finance

Activity 2.3.3
Offer more cultural programming to include movies, foreign language storytimes and DIY classes
GOAL 3
Provide resources and services that support the community’s information and entertainment needs

*Measures of Success*
- Increase annual DVD circulation by 10%
- Increase annual museum pass circulation by 20%
- Increase annual database usage by 10%
- Increase total annual circulation by 10%

**Objective 3.1**
Maintain an extensive and current collection of resources to serve the community

*Activity 3.1.1*
Institute customer driven collection development by realigning the materials budget with circulation statistics

*Activity 3.1.2*
Expand and promote the Spanish collection as appropriate for 17% of the population

*Activity 3.1.3*
Improve satisfaction with the library’s DVD collection by developing an inspection and cleaning process to prevent the circulation of damaged DVDs

*Activity 3.1.4*
Acquire museum pass reservation software

*Activity 3.1.5*
Develop a separate careers and business section of materials

**Objective 3.2**
Secure the library’s position as the community’s primary destination for reference service and information access

*Activity 3.2.1*
Investigate the offering of reference services via chat and text message

*Activity 3.2.2*
Install a display rack for the distribution of social services brochures
Activity 3.2.3
Develop tip sheets on most commonly used reference databases

Objective 3.3
Act as a centralized source for information regarding North Brunswick Township news, events and organizations

Activity 3.3.1
Position information about community activities and issues in highly visible locations in the library and on its public website

Activity 3.3.2
Repost and share social media posts from township departments, commissions and organizations

Activity 3.3.3
Coordinate publicity efforts with the Parks and Recreation Department
GOAL 4
Increase public awareness and support of the library’s mission, resources and services in the community

Measures of Success
▪ Increase the number of active library cards by 75%
▪ Have 1,000 e-newsletter subscribers
▪ Increase the annual number of website visits by 10%
▪ Attend two community events per year
▪ Attend one township meeting per quarter
▪ Meet with one local agency or organization per quarter

Objective 4.1
Improve communication to the community

Activity 4.1.1
Develop a library e-newsletter

Activity 4.1.2
Build an email database to distribute electronic communications and notifications to the public

Activity 4.1.3
Assign a staff member the responsibility for marketing and public relations

Activity 4.1.4
Develop a new library brochure(s) for distribution to the community

Activity 4.1.5
Upgrade the library’s public website for expanded content, greater visual appeal and enhanced usability

Objective 4.2
Create stronger community ties

Activity 4.2.1
Participate in community festivals, parades, events and volunteer initiatives

Activity 4.2.2
Attend local government meetings or be appointed to community boards and commissions
Activity 4.2.3
Meet with local service agencies and organizations (literacy councils, health departments, child care councils, homeschool organizations, PTOs and job centers)

Objective 4.3
Reach out to all members of the community

Activity 4.3.1
Design and distribute a new student library packet in the schools

Activity 4.3.2
Coordinate more with the Board of Education and individual schools

Activity 4.3.3
Develop an easy application for signing up for a library card
GOAL 5
Secure sufficient funding to meet the needs of current and future residents

Measures of Success
▪ Raise $20,000 in fundraising per year
▪ Apply for at least one grant per year

Objective 5.1
Increase and diversify the sources of funding for the library

Activity 5.1.1
Increase applications for financial grants and requests for donations from the community

Activity 5.1.2
Maintain a better year round book sale section

Activity 5.1.3
Investigate entrepreneurial services that would increase financial resources

Activity 5.1.4
Institute annual planning with the Friends of the Library, the Library Foundation and the Board of Trustees to determine the fundraising ideas and targets for each group

Approved by the Library Board of Trustees October 17, 2018