Midland Park Memorial Library Strategic Plan 2018-2021
**Strategic Plan**

**About the Planning Process**

In January 2017, the Library Board and Director decided it was time to create a three-year strategic plan to set goals for the library. The strategic planning committee consisted of the Director, four Library Board members, and the Children's Librarian. The committee created a survey that was distributed town wide through email and mail, as well as on the library website and in the library at the circulation desk. The library received 318 responses. After reviewing the data from responses and hundreds of comments the committee looked at how the library can improve its services and environment.

**Mission Statement and Vision**

The mission of the Midland Park Memorial Library is to enrich the community through life-long learning by providing free, equal, and open access to information and ideas.

Our vision is to remain a constantly engaging part of the ever-changing community.

**The Midland Park Memorial Library- a Brief History**

The library owes its founding to the Woman’s Club of 1929. It was through the efforts of their Civics Committee Chair, Laura Young that the New Jersey State Librarian, Sara Askew, spoke to a full house in the municipal building on library organization. Following the State Librarian’s recommendations, the Midland Park Library Association was formed.

Fred Woelfle was the first Library Association President. The Library Association established the first library in September 1930, which was housed in conjunction with the school library on Highland Avenue. Hilda Block was the first appointed librarian. The initial collection comprised of fifty books from the State Library along with donated books from residents. Officers and friends of the library initially financed the library by going door-to-door asking for donations. In addition, the town council gave $100 a year and each year the Woman’s Club held a book shower, card parties, and Halloween dances to raise funds. In 1932, Laura Young was appointed librarian.
In November 1937, a referendum was passed establishing the library as a municipal free public library and the library was moved to a storefront at 220 Godwin Avenue. The Trustees of the Library were incorporated on January 14, 1938 with Amy Coggeshall as the first president. The growing demands for library services and books prompted the need for a larger space and the cornerstone for the current library building was laid on September 23, 1950. In January 1963, ground was broken for an addition to be used as a children’s room. This new wing was opened on May 20, 1963 and currently houses resources for adults; the children’s room was moved to the lower level. The library joined the Bergen County Cooperative Library System (BCCLS) on May 22, 1984. In 2011, the library was renovated to enlarge the Children’s Department and opened the main floor to a more patron friendly space. The project included updating the carpeting, lighting, furniture, shelving, paint colors, and circulation desk.

**Community Usage**

In 2018, The Midland Park Memorial Library's usage is summarized in the following ways:

<table>
<thead>
<tr>
<th>Organizational Profile</th>
<th>Collection Statistics-2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building size-11,000 Sq. Ft</td>
<td>Print Books-38,218</td>
</tr>
<tr>
<td>Total hours open per week-54</td>
<td>E-Books-25,442</td>
</tr>
<tr>
<td>Number of employees-11</td>
<td>Music CD’s-2,253</td>
</tr>
<tr>
<td>Number of professional librarians-2</td>
<td>Audiobooks-1,317</td>
</tr>
<tr>
<td>Service population-7,317</td>
<td>E-Audio-8,588</td>
</tr>
<tr>
<td>2018 total circulation-104,270</td>
<td>DVD’s-5,672</td>
</tr>
<tr>
<td></td>
<td>Print subscription to newspapers and magazines-78</td>
</tr>
<tr>
<td></td>
<td>E-magazines-190</td>
</tr>
</tbody>
</table>

**Library Finances**

The Midland Park Memorial Library is mostly funded by local property taxes. Additional funding comes from State Aid, donations, fines, and the Friends of the Library.

**Midland Park’s Demographics**

The population is 7,317 (2015); 7,128 (2010 Census)

Median household income in 2015 was $89,130 compared with a State figure of $72,222.
51.53% of the adult population completed a bachelor’s degree or higher. 
Median age of the population is 42.3 years. 
A large majority of the population (98.6%) speaks English. (2011-2012)

The 2010 population by race and ethnicity:

<table>
<thead>
<tr>
<th>Race/Multi-race</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>92.82%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>6.65%</td>
</tr>
<tr>
<td>Asian</td>
<td>2.68%</td>
</tr>
<tr>
<td>Black</td>
<td>0.84%</td>
</tr>
<tr>
<td>American Indian</td>
<td>0.13%</td>
</tr>
<tr>
<td>Other races</td>
<td>1.88%</td>
</tr>
<tr>
<td>2 or more other races</td>
<td>1.64%</td>
</tr>
</tbody>
</table>

Building Capital Needs:

- Front door-Completed
- Roof-The Mayor and Council approved this capital project in 2019
- HVAC-Completed

Cosmetic Capital Needs:

- Outdoor sign-Completed
- Media shelving-Ongoing
- Rug replacement for community room and adult section-Completed

Issues raised in the public survey: Programs

Respondents to the survey stated they wanted more programs for all ages, including music classes for children, lectures, evening programs for adults, and museum passes.

Action #1: The library will offer more adult programing in the evening based on survey feedback, program attendance, etc. (see budget action plan)

2018-The library had 6-8 adult programs a month.
2019-The library had 6-7 adult programs a month.

Action #2: The Children’s Librarian will plan for more music programs throughout the year. (see budget action plan)
2018-The Children’s Librarian established a weekly music program.

2019-The Children’s Librarian continued weekly music program and hired a special performer to do a music program at the end of the summer.

Action #3: The library will ask the reestablished Friends of the Library (2017) to purchase museum passes, as they did in previous years.

2018-The Friends purchased 4 museum passes for the library.

2019-The Friends purchased 5 museum passes for the library.

**Issues raised by the public in the survey: Interior**

Respondents to the survey stated that the interior is dated and needs updating of the adult section. These updates include: painting, DVD shelving, more spacing between computers, and furniture for quiet study.

Action #1: The library will paint the paneling upstairs and obtain new shelving for the media that will be conducive for the space. (see budget action plan)

2018-The library allocated money to their capital account and the project is pending.

2019-The library allocated money to their capital account and the project is pending.

Action #2: The library will purchase furniture for the computers and quiet study carrels. (see budget action plan)

2018-The library allocated money to their capital account and the project is pending.

2019-The library allocated money to their capital account and the project is pending.

**Issues raised in public survey: Advertisement**

Respondents stated that they would appreciate better communication of services rendered by the library. Many did not know that the library offered certain amenities such as digital services.

Action #1: Advertise library services in the Midland Park Almanac. Also, the library will take advantage of town website to list current classes and advertise their services. Use the town e-blast to bring awareness of current programs.

2018-The library sends out weekly e-blasts as well as advertises on the town calendar burbio.

2019-The library sends out weekly e-blasts and advertises in the PTA newsletter.
Action #2: Build social media and a web presence by keeping the library website current and sharing library information with others via town wide pages on Facebook.

2018-The library updated their website in 2018 and posts weekly on Facebook. The Children’s librarian posts in the Midland Park Moms page of Facebook.

2019-The library created an Instagram page and continues to post on Facebook.

**Issues raised in public survey: Technology**

Respondents rated the current technology as average and needs to be improved. Suggestions included more computers in the children’s area, newer computers, and dedicated catalog computers.

Action #1: Add designated catalog only iPad stations upstairs and downstairs due to space constraints. (see budget action plan)

2018-The library purchased both iPads for upstairs and downstairs. **Completed**

Action #2: Add an additional computer in the children’s area and consider upgrading current computers in the building. (see budget action plan)

2018-The library purchased two computers and a charging station for the YA room because there was not space in the children’s room. Four outlets with USB ports were added to the children’s room.

2019: The Children’s Librarian and Director decided there was no room for an additional computer in that area.

**Budget Action Plan**

**Budget Year 2018**

$2,500 increase to the operating budget for adult and children programming.

Update: The library programming budget was 4,500 in 2017. The library was only able to increase its budget by $400 for 2018 due to budgetary restraints.

Purchase and install iPads and mounts for catalog only computers.

Update: The library purchased both iPads.

Allocate up to $15,000 of remaining library budget to capital reserves, as available for interior updates.

Update: The library transferred $67,071 to capital reserves.

**Budget Year 2019**

$1,500 increase to previous operating budget for adult and children programming.
Update: The library programming budget was 4,900 in 2018. The library decreased its budget by $50 for 2019 due to budgetary restraints.

Purchase an additional computer for children’s room.

Update: The Children’s Librarian and Director decided there was no room for an additional computer in that area.

Allocate up to $15,000 of remaining library budget to capital reserves, as available for interior updates.

Update: The library transferred $6,510 to capital reserves.

**Budget Year 2020**

$1,500 increase to previous operating budget for adult and children programming.

Allocate up to $15,000 of remaining library budget to capital reserves, as available for interior updates.

**Acknowledgements**

We would like to thank the community for completing the survey. Your feedback was key to our strategic plan. The issues raised by the public and actions above were instrumental in the creation of our three-year strategic plan. We also would like to thank the Mayor, Council members, and Library Board of Trustees for your continued support and recognition of the library as an important part of the community.

**2017 Strategic Planning Committee Members**

Catherine Dileo, Director

Emily Myhren, Children’s Librarian

Claudia Considine, Library Board Trustee

Julie Guciardo Vice President, Library Board Trustee

Lena Padovano Secretary, Library Board Trustee

Sara Wachter, Library Board Trustee