

Nutley Free Public Library

Strategic Plan 2007-2010

GOALS, OBJECTIVES, ACTIVITIES

1. The community will utilize the Library staff, collections, facilities and technologies as excellent services and resources for self-directed personal growth and development.
 - 1.1. There will be a net increase of 5% in registered borrowers in 2007, 2008 and 2009.
 - 1.1.1. In September of each year a patron registration campaign will be conducted.
 - 1.1.1.1. Local celebrities and elected officials will be featured in posters with their favorite books and their library cards.
 - 1.1.1.2. Borrower registrations will be available at the Festival in the Park.
 - 1.1.1.3. A flyer in their pay envelopes will encourage Town employees to get a library card.
 - 1.1.1.4. Press releases will explain how to get a card and the services that a card provides.
 - 1.1.2. Every press release throughout the year will conclude with a statement to encourage borrower registration.
 - 1.1.3. Online borrower registration will be implemented.
 - 1.2. There will be an increase of 5% in attendance at library-sponsored programs.
 - 1.2.1. Flyers advertising programs will be delivered to target groups for distribution, i.e., senior citizen clubs, nursery schools, senior housing buildings.
 - 1.2.2. Book displays featuring appropriate titles will surround each poster advertising an upcoming program.
 - 1.2.3. Evaluations will be distributed to all program attendees to survey their programming likes and dislikes.
 - 1.3. There will be an increase of 10% in circulating materials.
 - 1.3.1. Circulation staff will encourage patrons to borrow
 - 1.3.2. "The Staff Recommends" shelf will be replenished frequently each day.
 - 1.3.3. Topical lists and flyers for books and media for various age groups will be produced, displayed and distributed at the service areas, information display racks and circulation desk.
 - 1.4. Use of electronic resources will increase by 10%.
 - 1.4.1. Instructional brochures explaining these databases will be prepared.

- 1.4.2 Press releases about these databases will be sent to local papers
 - 1.4.3 These databases will be featured in the Library's newsletter, *@Your Library*
 - 1.4.4 The website of the Library will provide easy access to these databases for home/office or in the library use.
 - 1.4.5 Library staff will develop and present classes on three of the databases.
 - 1.4.6 Statistics will be collected.
2. Students will find pro-active support for their endeavors through library services.
- 2.1. Services for young adults will be expanded and re-organized.
 - 2.1.1. A concept for relocating the area will be developed with help from a qualified architect.
 - 2.1.2. Paperback format books will be preferred in collection development.
 - 2.1.3. The Teen Advisory Group will assist the staff in developing programs and services.
 - 2.2. Collection development will focus on the New Jersey Core Curriculum Content Standards and the Nutley Public School Curriculum Guides.
 - 2.2.1. A link to the Standards will be included on the Librarians' Page of the library web site.
 - 2.2.2. The Curriculum Guides will be acquired for the librarians' professional collection.
 - 2.3. Subscription databases will be promoted for their ease, accessibility, quality and accuracy.
 - 2.3.1. Parents will be offered a workshop in the use of the Electric Library database.
 - 2.3.2. Computer classes for grades 4-6 will be developed to focus on search skills and strategies.
 - 2.3.3. Professional Development Credit workshops in utilizing databases will be offered to teachers.
 - 2.3.4. Borrowers cards will be issued to school librarians for access to subscription databases.
 - 2.4. Student art, literature, performance and presentation will be featured in exhibits and programs.
 - 2.5. Library staff will provide excellent services to students.
 - 2.5.1. Student requests for information assistance will be welcomed by library staff.
 - 2.5.2. Library staff will exhaust available library resources to assist students from all education levels before directing them to other libraries.
 - 2.5.3. Library staff will empower students with on-demand, individualized instruction in the use of resources.
 - 2.5.4. Library staff will demonstrate the convenience of independent research available from home access electronic resources.

- 2.5.5. Library staff will attend continuing education programs designed to develop, expand, reinforce, update and hone their search and reference skills.
3. Literacy programs will be available to residents of the community through the Library.
 - 3.1. Nutley residents seeking tutoring will be referred to Literacy Volunteers of America (LVA).
 - 3.1.1. Posters advertising LVA will be displayed.
 - 3.1.2. Local churches will be made aware of this service through flyers.
 - 3.1.3. The Library will refer patrons to LVA tutors and provide space for tutoring.
 - 3.2. English as a Second Language services and resources will be available to the Nutley community.
 - 3.2.1. The E.S.L. conversation group will receive space and services from the Library and library staff.
 - 3.2.2. Individual E.S.L. tutors will receive space and services from the Library and library staff.
 - 3.2.3. The Library will provide an up-to-date collection of literacy materials in all formats.
 - 3.2.4. The BCCLS E.S.L. Committee web site will be checked regularly for recommended new materials.
 - 3.2.5. Recommendations for new materials will be sought from appropriate sources such as the EBSCO Student Resource Center, Newark Public Library and the New Jersey State Library.
4. The Library will provide age-appropriate services for young adults.
 - 4.1 Young adults in grades 7 – 12 will have space to interact and meet in small groups.
 - 4.2 Young adults will have the opportunity to contribute to the development of collections and services for their age group.
 - 4.3 After school programs will be developed for young adults.
 - 4.4 Homework help will be available to young adults.
 - 4.5 Services for young adults will incorporate the technologies, culture and Developmental needs of the age group
5. Collections and services that fulfill appetites for information about popular culture and social trends, and that satisfy desires for fulfilling recreational experiences will be available to the community.
 - 5.1 The circulation of popular culture items including music CDs, videos and DVDs will increase by 10%.
 - 5.1.1 The music CD, video and DVD collections will be kept up-to-date with additional acquisitions, particularly items featured in popular magazines and newspapers.
 - 5.1.2 Themed lists of media will be developed and featured in press releases and in the library's newsletter @ *Your Library*.
 - 5.1.3 The periodical collection will be evaluated and modified to include

- magazines that appeal to popular culture interests.
 - 5.1.4 Librarians will attend programs that feature popular culture topics, and will read current magazines to keep abreast of popular culture.
 - 5.1.5 Circulation statistics will be collected.
 - 5.2 Programs concerning popular culture and social trends will be presented two times a year.
 - 5.2.1 Books and other materials that relate to the programs will be purchased and added to the collection.
 - 5.2.2 Book and informational displays that relate to the program will be featured.
 - 5.2.3 Press releases will be sent to the local media.
 - 5.2.4 Program attendance statistics will be maintained.
- 6. The community will have a center to address the need for information and answers to questions on a broad array of topics related to work, school and personal life.
 - 6.1 Visits to the Library will increase by 10%.
 - 6.1.1 The door counter will be monitored.
 - 6.1.2 Attendance will be recorded for all programs.
 - 6.1.3 Specific needs of users, i.e., “How to Find a Job” will be addressed in collection development.
 - 6.1.4 Thematic bookmarks will be produced for distribution.
 - 6.1.5 The Library facility will be welcoming and clean.
 - 6.1.6 Youth Services librarians will visit schools to promote Library activities and the summer reading club.
 - 6.1.7 Information Services librarians will visit senior housing to promote Library activities.
- 7. Skills related to finding, evaluating and using information effectively will be available to customers in small group and individual settings.
 - 7.1 95% of library customers requiring assistance will succeed in finding information they wanted to find at the library or will receive follow-up services to provide the information.
 - 7.1.1. Librarians will practice the “model reference behaviors” with colleagues.
 - 7.1.2. Librarians will be easily identified by patrons.
 - 7.1.3. Staff will offer formal and informal instruction to customers.
 - 7.1.4. Output Measures will be surveyed twice each year.
 - 7.2 Computer classes/user’s groups will be offered six times a month for adults and once a month for parents.
 - 7.2.1. Internet safety instruction will be offered to parents.
 - 7.2.2. Homework help instruction will be offered to parents.
 - 7.2.3 Time will be set aside for drop-in training as staffing allows.
- 8. The community will have a centralized source of information on the services provided

- by community agencies and organizations.
- 8.1. 70% of local agencies will respond to update queries for the Community Information Files.
 - 8.2 Librarians will scan the local newspapers weekly to gather information to keep the Community Information Files up-to-date.
 - 8.3. The reference area pamphlet rack will be used to publicize and promote agency services and events and will be checked on a weekly basis for currency.
 - 8.4. The librarians will provide research support for community initiatives including the Nutley Hall of Fame, the Women’s Initiative of Nutley, and the Municipal Alliance.
9. The community will have a business and career reference center to address the need for information on business, careers, work, entrepreneurship, personal finances and employment.
- 9.1 Appropriate new titles will be identified and added to the business collection.
 - 9.2 The Library will maintain an up-to-date selection of career and college guidance titles in the Young Adult (YA) collection.
 - 9.2.1 The YA librarian will purchase college and career handbooks including titles dealing with financial aid and vocational training.
 - 9.2.2 A booklist and display will be made for this collection.
 - 9.3 The business community will be aware of, and will use, the Library’s services, including business databases and telephone reference.
 - 9.3.1 Brief interviews will be held with representative members of the business community to assess needs, interests, and current awareness of Library resources.
 - 9.3.2 A “rolodex” card will be printed, promoting the library’s telephone reference service.
 - 9.3.3 A staff member will address local business groups to distribute the “rolodex” card and promote Library services.
 - 9.4 The Library will host programs for the business community on a monthly basis.
 - 9.4.1 Relevant topics such as desktop publishing, web design and marketing resources will be selected, and speakers will be invited, based on community input.
 - 9.4.2 Flyers and press releases will be developed to support the programs.
 - 9.5 The Library will provide access to valuable databases for the business community.
 - 9.5.1 Library staff will evaluate the business databases and monitor the availability of databases through the State Library and Regional Library Cooperatives.
10. The community will have the resources to know and better understand the history of Nutley.
- 10.1. The digital *Nutley Sun* archive will be expanded and maintained.
 - 10.1.1 Library staff will assist patrons who are accessing the newspaper.

- 10.1.2 Library staff will research the *Nutley Sun* and other local history files at the request of organizations and municipal departments.
 - 10.2. The Information Services staff will maintain comprehensive vertical files related to Nutley history.
- 11. The community will have a center to address the need for information to make informed consumer decisions and to become more self-sufficient.
 - 11.1. Train and bus schedules will be available in the Information Services area.
 - 11.1.1. A self-service display of these schedules will be maintained by the Information Services staff.
 - 11.1.2. A press release will be sent to the local papers noting the availability of the schedules.
 - 11.2. The consumer health collection will be updated by adding 50 titles.
 - 11.2.1 Outdated books on health, exercise and alternative medicine will be removed.
 - 11.3. Available on-line health and consumer databases will be featured in helpful posters.
 - 11.3.1. Instructional signs will be displayed at the computers.
 - 11.4. New self-help materials will be researched, purchased and centralized in the Library's collection.
 - 11.4.1. Appropriate guides, bibliographies and signs will be developed.
 - 11.5. Materials about learning disabilities will be researched, purchased and included in the Library's collection.
 - 11.5.1. A learning disabilities bibliography/webliography will be developed and made available.
 - 11.6 The Library will host four programs per year to address various consumer legal Issues.
 - 11.6.1 The Essex County Bar Association will be contacted regarding availability of the Ask-A-Lawyer series.
 - 11.6.2. Flyers and press releases will be developed to support his series.
- 12. Individuals in the community will have opportunities to gain understanding of their own cultural heritage and the cultural heritage of others.
 - 12.1. Multi-cultural programming will be offered at least twice a year. One of the programs will take place during Humanities Week.
 - 12.1.1. Book displays supporting the programs will be constructed with cross-over age appeal, i.e., an Asian picture book folktale display will be featured in conjunction with a Chinese culinary demonstration for adults.
 - 12.1.2. The number of books removed from these displays will be noted to indicate the exhibit's effectiveness.
 - 12.1.3. Program attendance records will be maintained.
 - 12.1.4. Appropriate museum artifacts, which tie-in with a program, will be exhibited in the glass cases, whenever available.
 - 12.2. The genealogy collection will be updated and expanded.
 - 12.3. Genealogy web sites will be added to the Library web site and appropriate

- printed guides for genealogists will be developed and distributed.
- 12.4. Librarians will offer instruction in using the *Heritage Quest*, *American Memory Project* and *Ellis Island* databases.
 - 12.5. The collection of language instruction media will be updated.
 - 12.6. The Resource Center for Italian Life and Culture will be expanded.
13. The community will have a center that empowers people to participate in the democratic process.
 - 13.1. The Library will maintain collections that provide information about a broad range of subjects from multiple points of view.
 - 13.2. The Library will provide easy access to voter registration forms in print and through the Library web site.
 - 13.3. The Library will participate in Project Vote Smart.
 14. The Library will be the community's center for public discourse on local, national and international issues.
 - 14.1. The Library will promote and support panels on issues in partnership with the League of Women Voters, the Nutley High School debate teams, Social Studies classes and other community groups.
 - 14.2. The Library will maintain current collections of newspapers, periodicals and current events databases and provide comfortable space for their use.

Adopted by the Board of Trustees
at Their Re-Scheduled Meeting
May 1, 2007