



PISCATAWAY
public library

**Strategic Plan for
Piscataway Public Library
2011 – 2013**

(Approved by the Board of Trustees, October 11, 2010)

Strategic Planning Committee:

Administration: James K. Keehbler

Adult and Young Adult Services: Mary Piekarski and Ed Troike

Children's Services: Patty Simmonds

Circulation Services: Sharon Lovich and Merry Jones

Technical Services and Technology: Jack Xi, Corinne Lodato and
Tanama Cruz

Westergard Branch Manager: Laverne Mann

Methodology:

The strategic planning process began in September of 2009. The first step of the process was a review of the mission statement of the library. The committee felt the previous mission statement was not representative of the services that current day libraries, such as Piscataway Public Library, provide. A new mission statement was developed.

The second step of the process was the evaluation of library service using the SWOT analysis technique. The committee listed strengths and weaknesses of the library as well as the opportunities for the library and threats to the library. Afterwards, the SWOT analysis was posted on the staff website to gain input from all staff members.

Using the SWOT analysis, the committee created broader objectives which addressed the common themes. The committee was cognizant of not ignoring strengths, and not extending the library's resources too far beyond its mission.

Once the objectives were determined, the committee created tactics to reach the objectives.

The Strategic Plan will be handed to the Library Board of Trustees for their input and review.

Mission Statement:

Piscataway Public Library strives to enrich the lives of the people we serve by being the center of the community; dedicated to providing for the cultural, recreational and informational needs of the public.

Human Resources

Objective: Provide voluntary, flexible and varied staff development opportunities

Tactic: Host Staff Development Day on an annual basis

Tactic: Encourage and schedule staff training opportunities, including LMxAC committees, INFOLINK Committees, NJALA, Circ meetings with other libraries.

Tactic: Create best practices and clear policies across departments.

Tactic: Create ad hoc committees with specific finite goals.

Tactic: Supply support for LMx Unconferences.

Objective: Provide framework to allow staff to keep current with technological changes in library

Tactic: Provide voluntary technology training classes to staff.

Tactic: Create a Technology Blog.

Tactic: Schedule in-depth Director's Station training.

Tactic: Create a Technology Committee.

Tactic: Make Technology training handouts available on website

Outreach

Objective: Increase the number of library card holders by 10%

Tactic: Provide library cards for all Piscataway 1st graders at puppet shows.

Tactic: Have signups at locations outside the library including: supermarkets, laundromats, apartment complexes, and Piscataway Summer Concerts.

Tactic: Investigate a library amnesty day for fines, possibly accepting food donations in lieu of money.

Tactic: Have promotions for Library Card Month, such as contests and coupons.

Tactic: Promote library service in places of worship, local businesses and non-profit organizations.

Tactic: Advertise library programs on the school radio station.

Tactic: Utilize social networking options to promote library card signups.

Objective: Increase services for patrons with special needs

Tactic: Provide accessible computer stations at both branches by December 2010

Tactic: Continue story times for 14 special classes through the Piscataway Schools.

Tactic: Show *Library and Autism: We're Connected* DVD to staff.

Tactic: Host classes for Community Options and possibly other groups

Tactic: Extend organizational library cards to group homes/centers.

Tactic: Provide home delivery service to homebound patrons

Objective: Create a Diversity Committee

Tactic: Develop a library translation station to allow for communication with non-english speakers.

Tactic: Provide handouts and materials in most popular world languages in Piscataway.

Tactic: Post signs in different languages in laundromats and supermarkets.

Tactic: Investigate holding a World Language Book Fair with publishers.

Tactic: Host another Festival of Song with community parochial schools.

Tactic: Continue World Art. Made Local AYA programs.

Tactic: Create displays for multicultural holidays.

Tactic: Host a Cultural Mosaic event to celebrate/showcase Piscataway's diversity.

Objective: Connect to external groups

Tactic: Collaborate with local organizations such as: Boy Scouts, Girl Scouts, Home Schools, Recreation Groups and the Adult School.

Performance Measurement/Transparency

Objective: Redesign Library Performance Measurement system

Tactic: Create a Balanced Scorecard for the Piscataway Public Library.

Tactic: Transition to sampling statistics for in-house materials use every other month (Newspapers, magazines, books, reference, usage of laptops).

Tactic: Create new measures with greater levels of detail. For example: include breakdown of program statistics: Children's Program, Adult program, YA program, and Technology class.

Tactic: Provide more staff training for Director's Station.

Tactic: Develop a Return on Investment/Efficiency analysis for Piscataway Public Library.

Tactic: Have a Snapshot Day for Piscataway Public Library services.

Objective: Increase transparency

Tactic: Provide simple access to Library Board of Trustees minutes and agendas, as well as Piscataway Public Library Annual Reports, E-newsletters and Budgets.

Reader's Advisory/Collection Development

Objective: Increase circulation by utilizing alternative delivery methods

Tactic: Continue the delivery of items to schools.

Tactic: Provide home delivery for the homebound.

Tactic: Provide Large Print book drop-offs to Parker Nursing Home.

Objective: Use collection development and merchandising tools to increase usage of materials

Tactic: Increase merchandising materials in each branch including site of purchase displays, displays on the ends of ranges, and in stack book reviews.

Tactic: Continue the process of collection renewal for all collections.

Tactic: Review turnover rate for collections to review ordering priorities.

Tactic: Using Directors Station review to review usage statistics across LMXAC for collection development.

Tactic: Utilize B&T lists, Amazon and B&N for popular material to shift collection to become more of a popular collection.

Tactic: For non-fiction increase focus on popular topics such as: Do it yourself, job improvement and learning skills.

Tactic: Create targeted mini-collections such as the Career collection.

Tactic: Schedule staff to fill merchandising displays.

Tactic: Purchase more copies of popular items.

Tactic: Increase marketing of downloadable audiobooks and ebooks.

Tactic: Investigate hosting a Red Box at each library branch.

Technology

Objective: Monitor technological advances and their possible application to library services

Tactic: Create a Technology Committee.

Tactic: Review layout of technology at both branches.

Tactic: Make Tech training handouts available on website

Tactic: Increase our usage statistics for our online resources by ten percent by advertising through brochures, bookmarks, special promotional days and online newsletter.