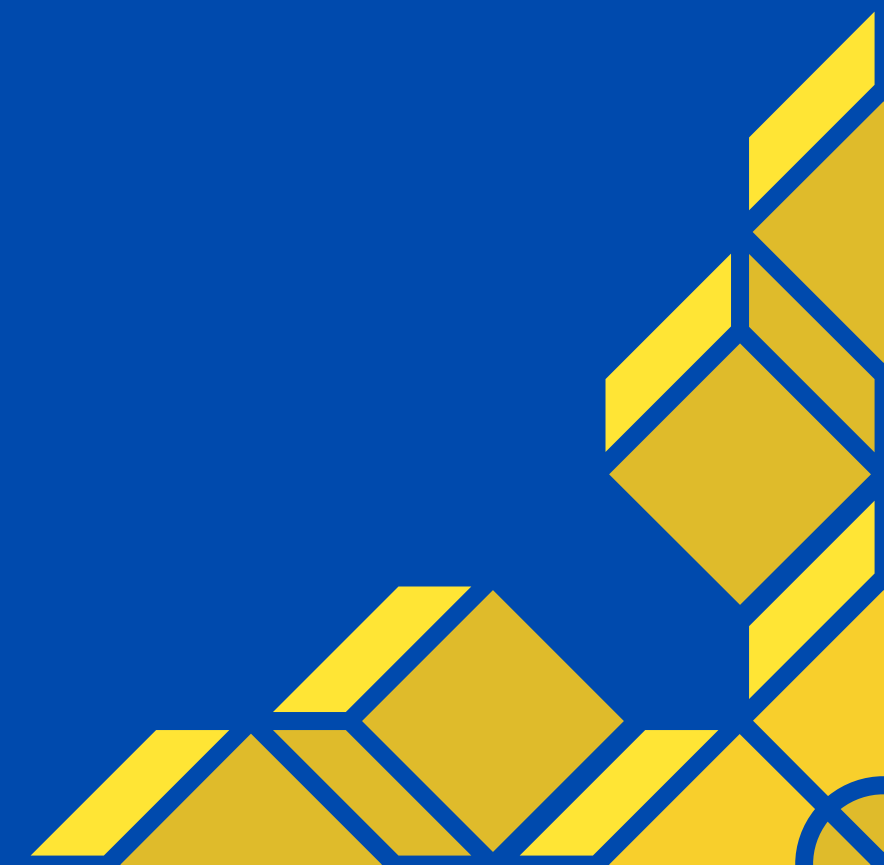
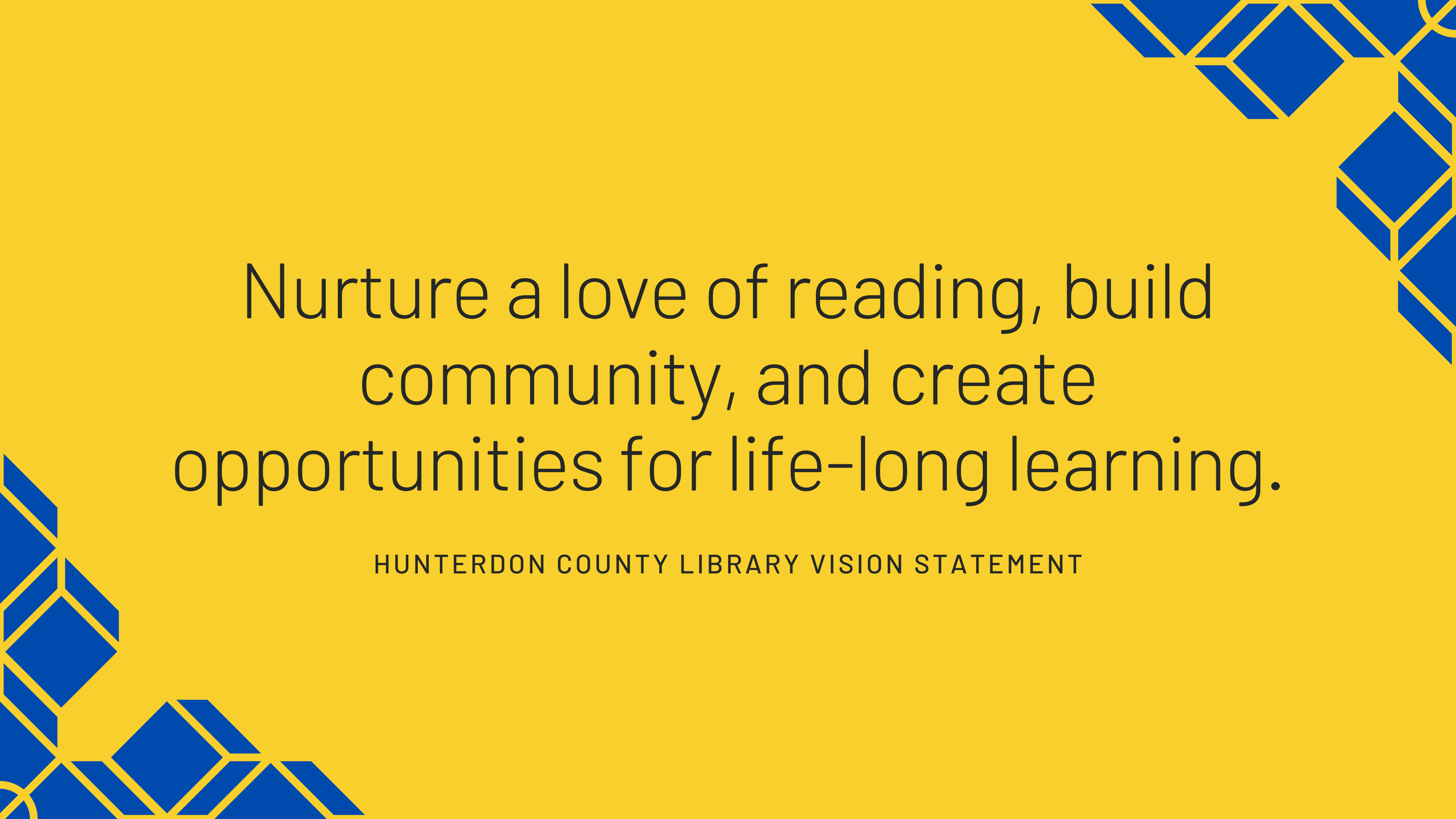




Hunterdon County Library Strategic Plan


2021 THROUGH 2024





Nurture a love of reading, build
community, and create
opportunities for life-long learning.

HUNTERDON COUNTY LIBRARY VISION STATEMENT



The Hunterdon County Library System is committed to be responsive to the needs of our community. The library promises a welcoming experience and safe space to serve all residents. We are committed to being an engaged community partner by providing high-quality diverse programs, services, and collections to bring people together, to foster literacy, creativity, experimentation and exploration, and lifelong learning.

HUNTERDON COUNTY LIBRARY MISSION STATEMENT



Listening to our community



A Community Responsive Library

The Hunterdon County Library Strategic Plan was developed with input from the community from multiple community conversations and an extensive public survey.

Goal #1:

Decrease the Digital Divide and improve information literacy by providing equitable access to information, ideas, and technology for patrons and staff.



Objective:
Improve skills in
digital and
information
literacy for library
users and staff.



PROVIDE COORDINATED PROFESSIONAL
DEVELOPMENT TO KEEP STAFF UP-TO-DATE
ON NEW TECHNOLOGY AND RESOURCES.

PROVIDE ONLINE EASILY ACCESSIBLE FREE
RESOURCES TO UPSKILL STAFF AND PUBLIC.

PROVIDE REGULAR HANDS-ON TRAINING FOR
RESIDENTS OF HUNTERDON COUNTY TO
IMPROVE DIGITAL AND INFORMATION
LITERACY SKILLS.

CREATE A DATABASE OF LOCAL INFORMATION
RESOURCES TO EXPAND ACCESS AND USAGE
OF AVAILABLE SERVICES INCLUDING
PROVIDING A MAP OF COMMUNITY ACCESSIBLE
WIFI.

Objective:

Review technology infrastructure and policies. Create a technology plan in coordination with the County IT department to be reviewed on an annual basis.

IMPROVE LIBRARY WIFI AND REVIEW POLICIES AROUND LOG-INS.

INVESTIGATE NEED AND VIABILITY OF HOTSPOT LENDING PROGRAM.

MAKE MORE TECHNOLOGY AVAILABLE TO STAFF SO THAT TRENDS, PATRON PREFERENCES, AND NEEDS CAN BE ANALYZED.

REDESIGN AREAS TO PROVIDE MORE ACCESS TO ELECTRICITY FOR PERSONAL DEVICES.

PLAN REGULAR INVESTMENT IN TECHNOLOGY. REVIEW ALTERNATIVES BEFORE EACH INVESTMENT.



Goal #2:

Continue to improve access to materials, print and electronic, meeting the changing needs and interests of our community.



REVIEW COLLECTION DEVELOPMENT POLICY AND PURCHASING PROCEDURES. REVISE BIENNIALY TO MEET EVOLVING NEEDS OF THE COMMUNITY.

CONTINUE STAFF RECOMMENDATIONS AND PROVIDE OTHER ACCESS POINTS TO A WELL CURATED AND MAINTAINED COLLECTION.

FOCUS ON SPECIALIZED COLLECTIONS WITH PERCEIVED GAPS, INCLUDING THE WORLD LANGUAGE COLLECTION, TEEN COLLECTION AND LARGE PRINT. THEN REVIEW USAGE TO DETERMINE FUTURE COLLECTION DEVELOPMENT BUDGET ALLOCATIONS.

Objective:

Increase usage of the print collection by 5% over three years.

Continued



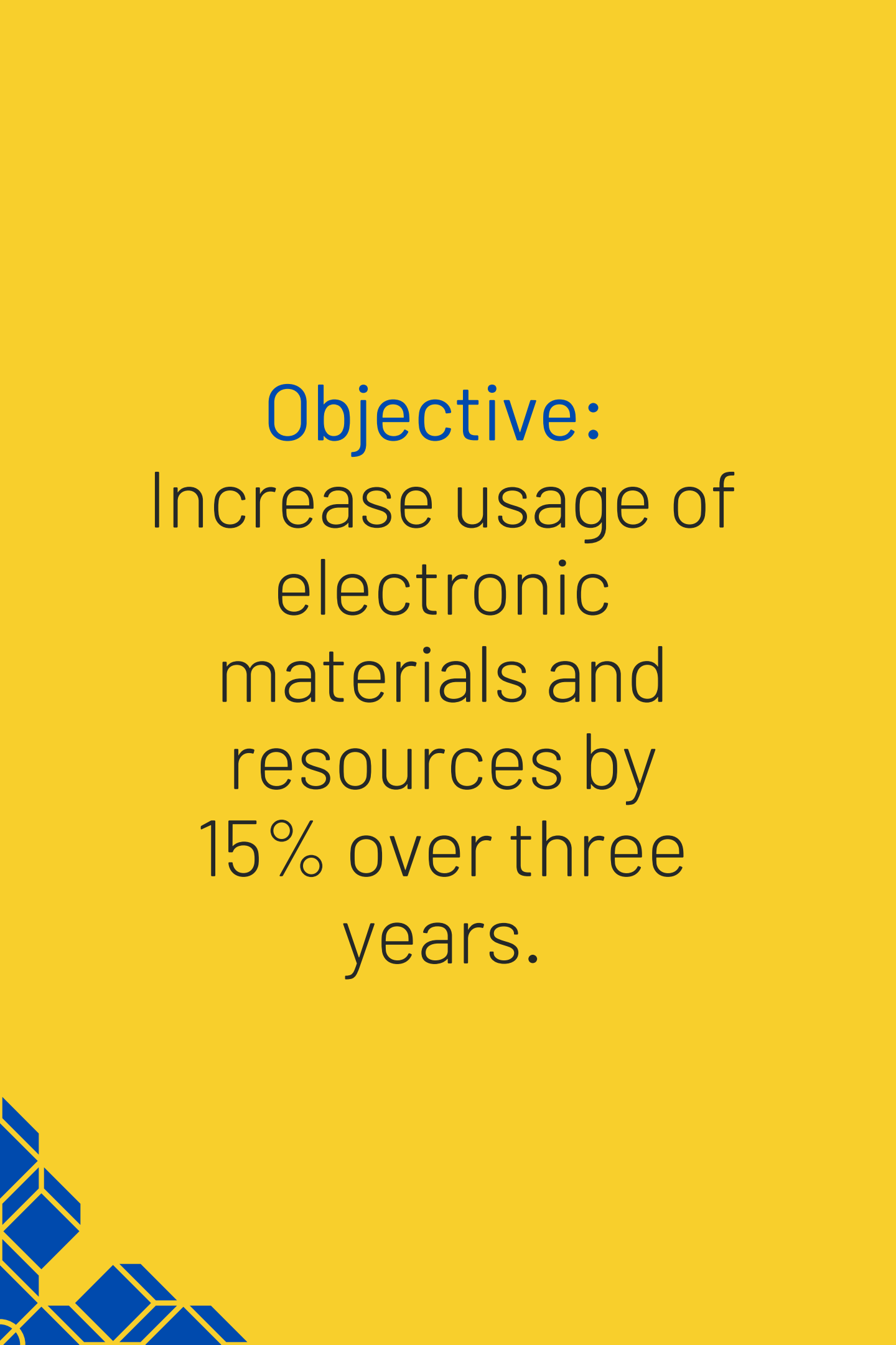
Objective:

Increase usage of the print collection by 5% over three years.

REVIEW TECHNICAL SERVICES PROCEDURE FOR EFFICIENCY AND EFFECTIVENESS (EX: CATALOG SERIES TO INCLUDE BOOK NUMBER, TIMELINESS OF ORDERING, BARCODES ON DVDS).

REVIEW POLICIES THAT MAY HINDER COLLECTION USAGE SUCH AS FINES AND FINE STRUCTURE (EX: DVD FINES AND FINE AMNESTY PROMOTIONS).

ADD MORE SELF-CHECK-OUT STATIONS THROUGHOUT LIBRARIES.



Objective:
Increase usage of
electronic
materials and
resources by
15% over three
years.



CONTINUE TO REVIEW USAGE OF CURRENT
ELECTRONIC RESOURCES.

REVIEW POSSIBLE ELECTRONIC ADDITIONS
TO MEET COMMUNITY NEEDS, SUCH AS
ONLINE ACCESS TO REFERENCE AND
ENTERTAINMENT RESOURCES.

INCREASE SUPPLY OF EAUDIOBOOKS AND
EBOOKS TO MEET EXPANDING NEEDS OF
COMMUNITY.

CONTINUE TO MARKET AND CURATE
ELECTRONIC RESOURCE COLLECTIONS.


REVIEW POSSIBILITY OF ADDING OTHER
PLATFORMS SUCH AS HOOPLA
AND KANOPY.




Goal #3:

Be a welcoming and engaging center of the community.





Objective:
Increase library door counts by 5% over three years. Receive over 90% positive to extremely positive score on community surveys.



REVIEW PUBLIC SERVICE SCHEDULE, INCLUDING NIGHTS AND SUNDAYS, AND DEDICATED STUDY HOURS AROUND MIDTERMS & FINALS (TEEN FOCUS GROUP).

ADDRESS ACCESS ISSUES INCLUDING TRANSPORTATION (EX: ADD LIBRARY TO LINK BUS REGULAR SCHEDULE AND ADVERTISE WIDELY).

ADD FLEXIBLE MEETING SPACES INCLUDING MORE MEETING ROOMS, SMALL GROUP STUDIES AND TRAINING LABS.



Objective:

Improve user experience inside library buildings across the county and receive over 90% positive to extremely positive community rating from surveys.

Continued

INCREASE TRAINING FOR STAFF, INCLUDING CUSTOMER SERVICE AND INTERDEPARTMENTAL CROSS-TRAINING.

REVIEW POLICIES TO ENSURE THE LIBRARY USER EXPERIENCE IS CONSIDERED AT ALL TIMES.

CONTINUE TO REVIEW SAFETY PROCEDURES AND OPPORTUNITIES TO INCREASE SAFETY OF OUR LIBRARY USERS AND OUR STAFF.

CREATE AND REVIEW AREAS THAT ENCOURAGE INTERACTION AND OTHERS THAT PROVIDE QUIET TO MEET THE NEEDS OF THE PUBLIC.





Objective:
Improve user experience inside library buildings across the county and receive over 90% positive to extremely positive community rating from surveys.

Continued

CREATE DEDICATED TEEN AREA WITH COMFORTABLE SEATING & COLLABORATIVE WORK SPACES.

IMPROVE SIGNAGE WITHIN THE DEPARTMENTS.

REVIEW FOOD AND DRINK OPTIONS AT ALL LOCATIONS.

CONTINUE TO INVEST IN THE STAFF WITH PROFESSIONAL DEVELOPMENT AND PROMOTION OPPORTUNITIES.





Objective:

Improve user experience inside library buildings across the county and receive over 90% positive to extremely positive community rating from surveys.

ENSURE STAFF FEEL VALUED BY THE ORGANIZATION, INCLUDING A FOCUS ON CONSISTENT OPEN COMMUNICATION.

ENSURE FOCUS REMAINS ON LITERACY AND LOVE OF READING, EVEN AS OTHER SERVICES INCREASE.

ADDRESS BUILDING ISSUES TO ENSURE ACCESS TO CELL PHONE SIGNALS, HI-SPEED INTERNET, AND ELECTRICITY.



Goal #4:

The Library should be turned outwards towards the community, assessing needs and actively collaborating to increase community engagement in coordination with the Friends of Hunterdon County Library (FOHCL).




Objective:
Develop a consistent system for assessing the needs of our community including at least one survey and one focus group per calendar year.

CONTINUE TO HOST COMMUNITY CONVERSATIONS WITH DIFFERENT GROUPS ACROSS THE COUNTY.

CREATE REGULAR ONLINE AND PRINT SURVEYS AROUND SPECIFIC AND GENERAL LIBRARY SERVICES.

EXPAND WEEKLY CHECK-INS TO INCLUDE ALL STAFF, TO ALLOW STAFF TO SUBMIT FEEDBACK FROM PATRONS ON A REGULAR BASIS.





Objective:
Increase
collaboration with
other county
departments and
outside
organizations.

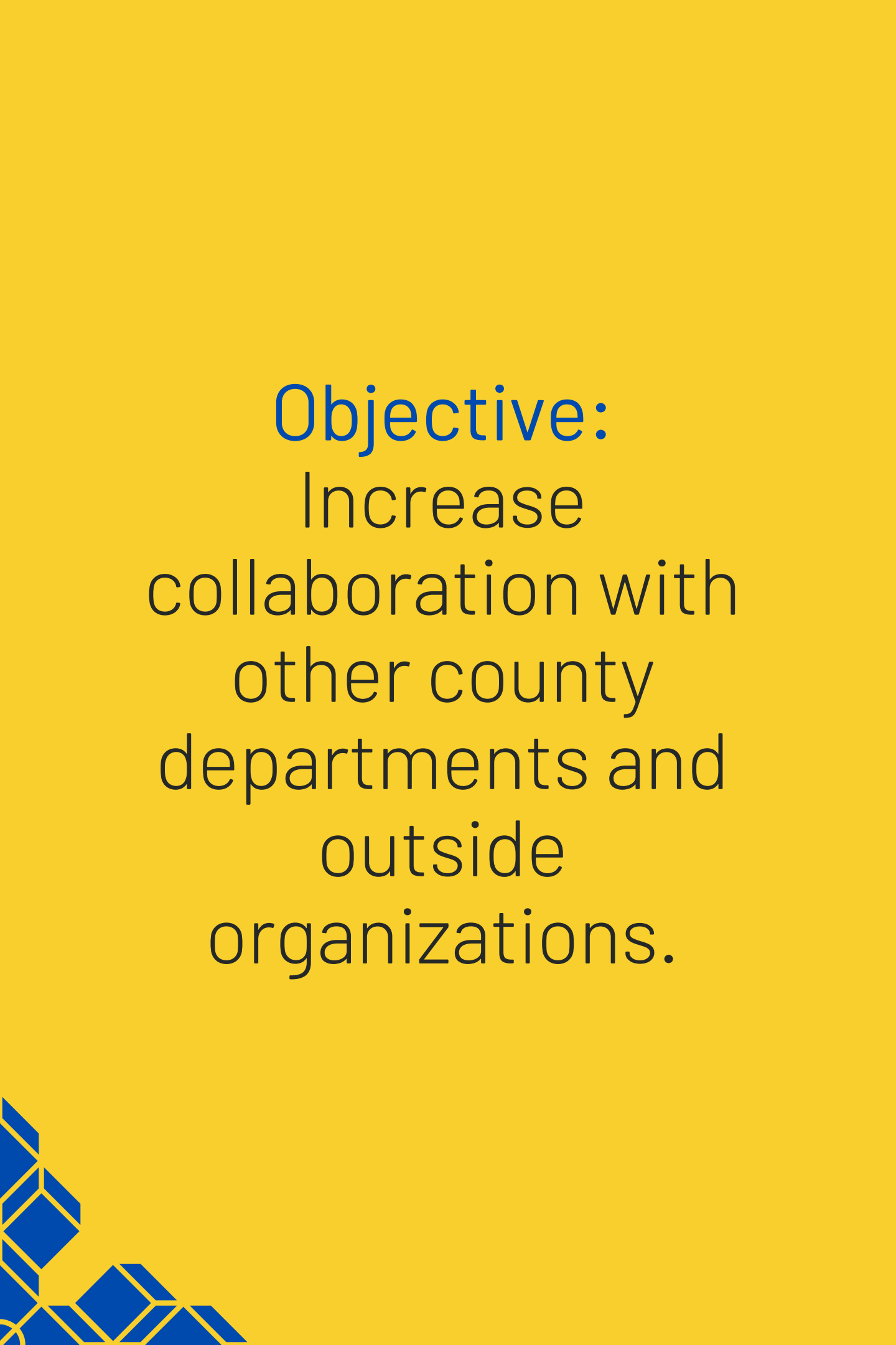
Continued



PROVIDE OUTREACH SERVICES IN
COLLABORATION WITH FOHCL: BOOK KITS,
HOMEBOUND LENDING/DELIVERY, POP-UP
LIBRARIES.

ATTEND COMMUNITY EVENTS (EX: LIBRARY
CARD SIGN-UP AT BACK-TO-SCHOOL AND
PARENT/TEACHER NIGHTS, COMMUNITY
DAYS).

CONTINUE TO INCREASE SUPPORT FOR
HUNTERDON COUNTY LIBRARIAN
ASSOCIATION.



Objective:
Increase
collaboration with
other county
departments and
outside
organizations.



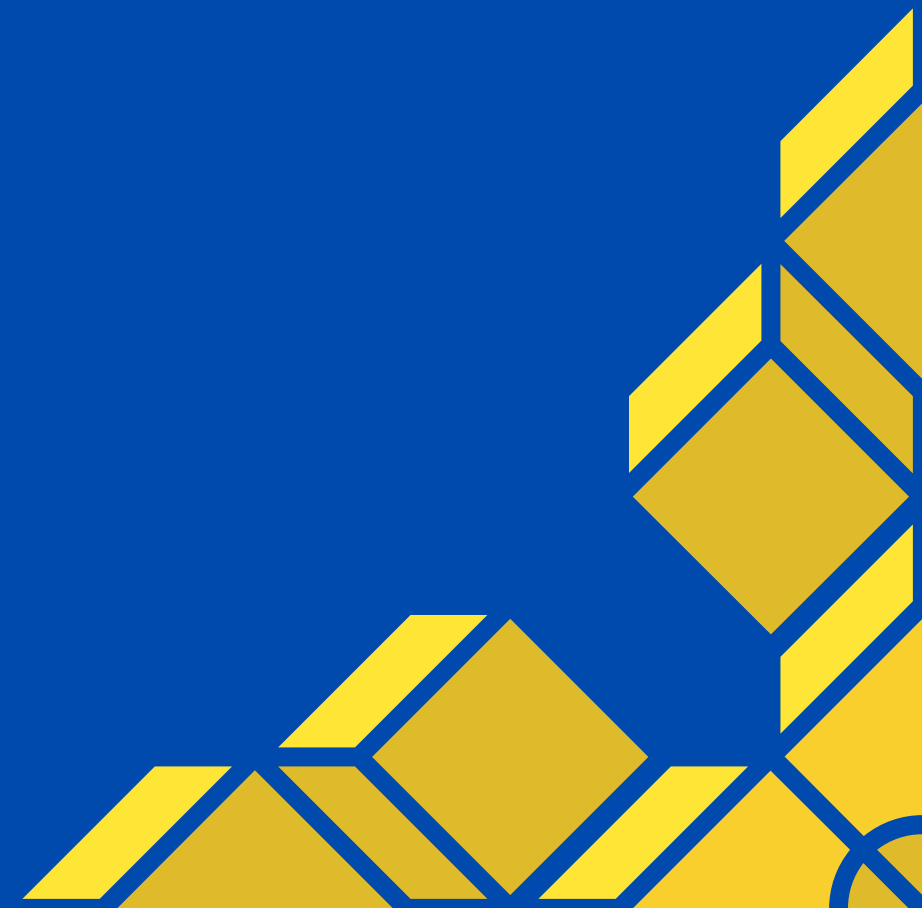
CONTINUE TO PARTNER WITH COMMUNITY
GROUPS WHO MEET AT THE LIBRARY, E.G.,
SIERRA CLUB, PARKINSON'S SUPPORT
GROUP, GARDEN CLUB, NATIVE PLANT
SOCIETY, LGBT GROUP.

COORDINATE COLLABORATIONS &
PARTNERSHIPS WITH LOCAL CLUBS,
MUSEUMS, NATURE CENTERS, COLLEGES,
AND CULTURAL ASSOCIATIONS.



Goal #5:

Create opportunities for residents, meeting the needs of a diverse community.





Objective:

Develop a comprehensive plan to address the opportunity needs of the Hunterdon County community.

Continued

CREATE A LIBRARY OPPORTUNITY TASKFORCE TO REVIEW CURRENT OFFERINGS AND DEVELOP A COMPREHENSIVE PLAN TO PROVIDE OPPORTUNITY FOR ALL HUNTERDON COUNTY RESIDENTS.

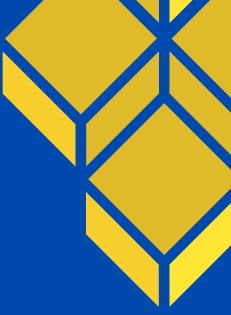
THE TASKFORCE SHOULD BE GUIDED BY THE FOLLOWING FEEDBACK FROM OUR COMMUNITY OUTREACH EFFORTS:

Offer classes on everyday technology and computer skills.

Increase online programming.

Develop schedule for coding and writing workshops.





Objective:
Develop a comprehensive plan to address the opportunity needs of the Hunterdon County community.

Continued

Provide introductions to a wide range of topics including karate, cooking, geology, local history, musical training, basic automotive mechanics, carpentry, and practical skills.

Develop job seeking and career programming.

Provide a makerspace for small businesses and students, including homeschoolers.

Develop programming to support local homeschoolers.





Objective:
Develop a comprehensive plan to address the opportunity needs of the Hunterdon County community.

Provide ESL programming.

Increase access to new technologies and learning tools, for example “Library of Things” (ex: tech toys like Sphere-0 and the upcoming VR sets).

Increase volunteer opportunities for residents.



Goal #6:

Provide diverse, engaging programming meeting the needs and interests of the community.



Objective:
Increase in-person
and virtual
programming
attendance by 5%
over three years.

Continued

PARTNER WITH LOCAL BUSINESSES.


INCREASE ACTIVITIES TO SUPPORT
MULTIPLE AGE GROUPS DURING DAYTIME
(HOMESCHOOLERS).

PROVIDE BI-LINGUAL (SPANISH)
PROGRAMS.

CONTINUE TO SCHEDULE VARIED MUSIC
PROGRAMS.

CONTINUE CULTURAL PROGRAMMING, SUCH
AS FILM SCREENINGS AND ARTWORK
DISPLAYS.






Objective:
Increase in-person
and virtual
programming
attendance by 5%
over three years.

INCREASE NUMBER OF COMMUNITY
BUILDING EVENTS (EX: GINGER BREAD
HOUSE COMPETITION).

SCHEDULE LITERACY-BASED PROGRAMS
(EX: AUTHOR VISITS, CHILDREN'S BOOK
CLUBS).

INCREASE ONLINE PROGRAMMING.

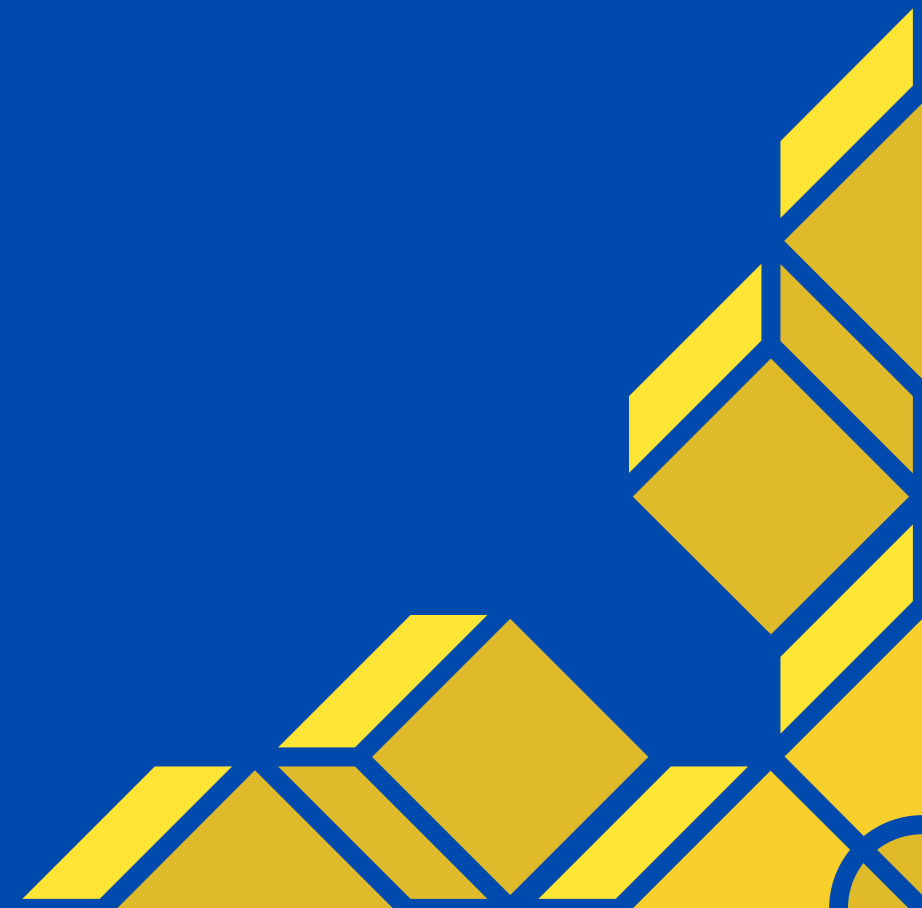
INCREASE PROGRAMS FOR TEENS, SUCH
AS: CRAFTS, JUNIOR LIBRARIANS, BASIC
AND ADVANCED CODING, MAKERSPACE
PROGRAMMING, CAREER EXPLORATION,
AND BATTLE OF THE BOOKS.






Goal #7:

Improve library's ability to be an integral resource in community resiliency.





Objective:
Create a
comprehensive
Community
Resiliency Plan for
Hunterdon County
Library.



Continued



CREATE A COMMUNITY RESILIENCY
TASKFORCE THAT WILL DEVELOP A PLAN
TO INCREASE PREPARATION TO SERVE THE
COMMUNITY DURING EMERGENCIES.

THE PLAN SHOULD INCLUDE THE
FOLLOWING IDEAS FROM THE STRATEGIC
PLANNING PROCESS:

Prepare ahead, fully utilizing resources
such as building generators, access to
electricity and internet.



Objective:
Create a
comprehensive
Community
Resiliency Plan for
the Hunterdon
County Library.

Develop email lists and social media presences in advance of emergencies.

Update Continuity of Operation Plan for the library.

Create a system to assist people with applying for unemployment, FEMA relief and small business loans and other necessary services.

Ensure Library Technology Plan Supports Remote work.

Libraries store the energy that fuels the imagination. They open up windows to the world and inspire us to explore and achieve, and contribute to improving our quality of life. Libraries change lives for the better.

SIDNEY SHELDON