

*Hillsdale Free Public Library – 5 Year Long Range Plan - 2006*

# **HILLSDALE FREE PUBLIC LIBRARY**

## **5 YEAR LONG RANGE PLAN**

**ADOPTED BY THE BOARD OF  
TRUSTEES**

**NOVEMBER 2006**

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## **Hillsdale Free Public Library – 5 Year Long Range Plan - 2006**

### **Purpose**

The purpose of the long range plan is to provide guidance to both the Library Board and Staff when considering the implementation of new services, programs, and general areas of development. The long range plan also provides a means by which improvements may be measured. It is a communication tool developed collaboratively among staff and trustees. It is organic and flexible and revised periodically.

The document is divided into goals and underlying objectives. A goal is a broad concept. Within each goal are specific tangible measurable objectives that fulfill the goal. An example of a broad goal would be "increase the use of the library." A specific measurable objective might be to provide a delivery service to the homebound. Objectives may apply to more than one goal.

### **Collection Development**

The library collection is comprised of books, magazines, music CDs, DVDs, audio books, databases, downloadable and streaming audio books. The library strives to provide a well rounded general collection for the enjoyment and benefit of all Hillsdale residents. Toward that end a wide variety of formats are offered. The following areas are suggested for special treatment.

#### ***Develop Local History Collection***

The fourth grade core curriculum standard for social studies mandates that students be able to:

4. Discuss the history of their community, including the origins of its name, groups and individuals who lived there, and access to important places and buildings in the community.

The library shall endeavor expand its current collection of local history materials to include maps, books, booklets, yearbooks, ephemera, personal diaries, photographs, postcards, and oral histories. This collection is of high interest to local historians, genealogists, teachers/students and the general public. It presents an ideal opportunity to reach out to these special interest groups.

#### ***Digitize Local History Collection***

The library is in possession of photographs, maps, newspapers, and books that uniquely document the history of Hillsdale. In order to both promote the use of the collection and protect the integrity of the original materials, it is recommended that a program to digitize the material be implemented.

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Volunteers can be recruited to scan photographs and type descriptions of scrapbook material. Photographs of three dimensional objects shall also be considered.

Professional scanning companies are best able to handle larger format newspapers.

Funding may be available through county and state grants. A local program of fundraising specifically for the preservation of local materials could be successful. An example is "Adopt a Newspaper." Patrons would donate \$5 toward digitizing an issue of the Hillsdale News.

### ***Add Foreign Language Materials***

There is a significant Spanish speaking population in Hillsdale. According to the latest school report cards 3.8% of households served by George White speak Spanish as their home language. Anne Blanche reports 2.3% and Meadowbrook reports 5.5%. Data on Spanish speaking families at Pascack Valley are unreported.

Recently staff noticed that the computers have attracted some interest by this population. They are using websites and chat rooms in their own language. It is common for libraries to purchase foreign language collections to serve their foreign language speaking residents.

### ***Increase Non-fiction DVD Collection***

The DVD collection was started in 2001. DVD use accounts for 70% of all adult media circulated. Approximately 95% of the current collection is feature films. The expansion of this highly popular collection to include non-fiction titles seems a wise expenditure. Examples would include documentaries, history, biography, and "how-to."

### ***Review Classification of Non-fiction Books for Accuracy***

The public is best served when books on the same subject matter are found shelved next to each other in the stacks. Occasionally a book might be classified in any of several subject areas. A biography of Ronald Reagan could be found among the other "BIOS" of biography or within 973.927 where other books on the Reagan administration are kept. Both locations make sense.

Books on attention deficit disorder (ADD/ADHD) are currently found under eight separate Dewey numbers in our library. A few under parenting, a few under mental disorders, a few under pediatric mental disorders, and two classified at 616.8589, the precise number for ADD listed in the Dewey Classification System. Pulling all of the books together in one

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place will make browsing the collection easier. Staff will also more efficiently assist patrons in the stacks when called upon.

A review of the non-fiction collection for classification problems is a fitting task for the Sunday Reference librarian. Errors can be found at the catalog. Books can be pulled for circulation staff to fix.

### **Funding Sources**

The library operations are supported primarily through municipal funding. The 2006 borough contribution is 93% of the budget. State Aid accounts for 1.6%. The remainder is income derived from overdue fines, donations, membership fees, and book sales.

#### ***Friends of the Library***

The Friends of the Library provide financial support for all library activities. The bulk of funds are derived from annual membership drives and used book sales. The Friends are a 501(C)(3) organization. The Friends could expand their ability to provide funding through raffles, more frequent book sales, and expanding the membership base.

It is recommended that the Friends provide additional incentives for membership. Discounts could be provided on library services, such as photocopies, printing paper, and coffee. A "Whoops" card could be used to forgive overdue fines throughout the year.

#### ***Foundation***

The library shall determine if there advantages to establishing a separate foundation for receiving and managing significant financial gifts.

#### ***Bequests / Memorials***

The library will benefit from the promotion of bequests and memorials. Memorials may include bookplates, room dedications, and "living" memorials such as programs supported with donated funds.

Several local libraries, including Montvale and Maywood, received substantial funding through bequests.

Future library promotions should include mention of these possibilities.

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### **Grants**

The library director shall continually research potential grant opportunities. Collection development grants from the State Library have not been available for the last 5 years. Some potential exists for historical preservation funding for the local history collection. See note on Local History.

### **Volunteers**

The library shall build its team of volunteer manpower over the next 5 years. The existing ESL program is the primary vehicle for recruiting and using volunteers. Teens are used throughout the summer, helping to prepare for programs, crafts, and creating flyers. One volunteer digitized several books from the local history project. Another volunteer started a knitting as yoga program.

The staff shall identify additional meaningful tasks that volunteers can accomplish with a minimum amount of training. Possible opportunities include paging, creating publicity materials, repairing materials, computer training, and conducting children's programs.

### **User Base**

The most basic statistic that libraries track is circulation, the number of items that are borrowed during an interval of time. From 2000 to 2006 the library enjoyed a tremendous surge in circulation. This is due in part because Hillsdale residents are borrowing more items, but also because the new facility and improved collections are attracting residents of surrounding towns.

The library also identifies the number of active and inactive cardholders. Only the active cardholders will be used to measure the true activity level. Apart from disinterest in the library, inactive cards may be due to relocation, disability, or death. From 2003 to 2005 the number of active cards increased by 1,060 cards, +39% (2,691 to 3,751). As a percentage of total population that is an increase from 27% to 37%.

The increase can be attributed to several factors. The library diversified its collections to include a healthy selection of music, videos, and audio books. Presumably the library is now attractive to non-readers. The overall materials budget is much improved owing to a substantial increase in available operating funds. The recent renovation of the facility is also an inviting factor.

Increasing the number of library users is a primary goal. It is perhaps the best measure that the library is meeting its mission to fulfill the informational, recreational, educational and cultural needs of the community.

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### **Homebound Delivery Service**

The library does not provide a delivery service to homebound residents. It is unclear how many homebound might be served, but this could be determined by working with other social service agencies and organizations.

### **Provide Wide Range of Programs**

Tracking attendance at library programs is difficult. It is assumed that the majority of attendees to library programs are already library users that regularly monitor library newsletters and publicity materials. A cumbersome registration process would be required to know definitively if programs attract non-library users. This being understood, the library will endeavor to provide a wide range of programming to all ages and interests. Consideration shall be given to providing programs in Spanish as a means of outreach.

### **Identify the Non-User**

The last comprehensive user survey was conducted in 2001, prior to renovation. The library should conduct another town-wide survey with a view toward identifying the non-user. Are there services or materials that the library could offer that would widen the user base? A survey should be made available in Spanish.

## **Programming**

Current programming consists of established storytimes, reading clubs, and summer reading programs. It is recommended that more programming for adults and seniors be added. Some requests have been made for lapsit programs for children.

## **Publicize Services and Educate Public**

***Workshops – How To.... @ the Library***

***Press Releases***

***Newsletter***

***Website / Listservs / Blogs***

***Cable Channel 77***

***Personal visits to schools and organizations***

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### **Maintain High Profile in Community**

#### ***Community Events***

Whenever appropriate, the library staff, trustees, or friends of the library should attend community events. For the past 5 years the library provided information at Hillsdale Day. In 2006, board members marched in the Memorial Day Parade.

#### ***Community Organizations***

The Board recognizes the value of partnerships with community organizations. To that end, the Director shall endeavor to create partnerships with other non-profits and businesses within Hillsdale. Examples include: Hillsdale Chamber of Commerce, Recreation Department and sporting associations, Stonybrook Swim Club, and the Pascack Rotary Club.

#### ***Annual Open House***

It is recommended that an annual or semi-annual open house be held to welcome non-library users and to promote existing library services. Demonstrations of the library catalog, databases, and other library resources will be made. A brief overview of services will be given. Some entertainment shall be provided. National Library week (April) would be a likely time.

### **Trustee and Staff Continuing Education**

Trustees shall continually add to their knowledge of the library and the environment in which it operates. The director will recommend policies for adoption and revision. Through this process the board will explore and debate issues affecting the library. An annual conference is held by NJLA/State Library for the purpose of trustee education. The director shall develop a reference library of materials for trustees to consult.

Staff shall attend conferences, workshops, and continually monitor the professional literature. New ideas, their consideration and implementation, are the lifeblood of a healthy and growing organization.

### **Capital Improvements**

#### ***Improve Photocopier Service***

The current public photocopier is provided through an arrangement with CCP Solutions (Continental Copy Products). There is no lease. CCP provides toner, paper, and service. The library is permitted a free number of monthly by-pass copies. The public pays 10 cents per page. As long as the library use remains lower than the public use, there is no charge to the

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library. During the past few years public demand for copies diminished and the library exceeded the free copy allowance.

The public that does utilize the machine frequently complain about the poor copy quality. Indeed, the old analog device only copies clean black and white text sufficiently. Photographs and grayscales do not reproduce well. Staff also requested that the machine be replaced, preferably with one that reproduces color and accepts multiple pages.

### ***Landscaping Needs***

The renovation project did not include a comprehensive landscape plan. Capital Campaign funds were used to install a sprinkler system at the front and rear of the building. Topsoil, seed, and basic planter beds will be established during the summer of 2006.

A landscaping plan and plants are still required.

The Sundial Garden Club maintains the circular planter on the patio. Annuals are planted in the spring.

### ***Computer / Technology Replacement Schedule***

All of the public computers and printers were purchased in the spring of 2005. The Dell pcs carry a full warranty for three years. Warranties expire in April 2008.

It may be wise to purchase 1 or 2 new systems each year beginning in 2008. Two older units could then be held in storage in the event that a unit no longer under warranty fails.

### ***Reserve Fund***

It is recommended that a reserve fund be maintained in the event that a major item requires immediate attention. The most likely failure would be that of a boiler, circulator pump, or air conditioning condenser.