DENVILLE LIBRARY

STRATEGIC OBJECTIVES AND ACTION STEPS

2024-2027

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STRATEGIC OBJECTIVES AND ACTION STEPS

The Denville Public Library will spend a majority of its resources on collections, technology, staff and facilities in support of the following selected service priorities and strive to achieve the stated objectives by following the action steps in Year 1 of our plan. Action steps for years 2 and 3 will be developed by staff in partnership with the Library Board of Trustees.

I. Access to Resources and Information Literacy

Through the guidance of knowledgeable library staff, an up-to-date collection of professionally selected research materials in many formats, and access to high speed Internet access, residents will be empowered to locate, evaluate and use information. Trained staff will help users develop skills to use information and technology to meet their needs, including instructional programs, one-on-one reference services, and user-friendly technology.

Objective 1

Meet the technology needs of library visitors by providing robust wireless service throughout the building.

ACTION STEPS:

1. Continue to provide and maintain free wireless access within the Library's physical building and in the areas where patrons may sit outside the Library.
2. Follow recommendations by the Main Library Alliance regarding updates to the wireless network.
3. Provide adequate training for adult services staff and director to maintain and troubleshoot the wireless network.
4. Provide a mobile device charging station for patrons.
5. Continue to use the firewall recommended and managed by the Main Library Alliance to secure the library's network.
6. Continuously evaluate whether download and upload speeds are meeting the needs of our patrons.

Objective 2

Provide a sufficient number of well-maintained public computers, software and printers that are accessible to all.

ACTION STEPS:

1. Follow the Main Library Alliance's guidelines for replacing PCs and its recommendations for updating software, hardware and printers.
2. Follow the Main Library Alliance's recommendations for improvements to our technology infrastructure, to increase speed and reliability.
3. Continue to update print/time management system so that it is the most current version.
4. Ensure that the public copier is functioning properly and meeting the needs of the community.
5. Adult Services Staff will perform updates that are not regularly scheduled and deep cleaning on all PCs at least every four months and in accordance with any recommendations from the Main Library Alliance.
6. Continue to provide wireless printing.
7. Continue to provide a scanner for public use.
8. Make sure the Denville Library's Technology Plan is up-to-date and being followed.

Objective 3

Anticipate patron demand for new technology, information resources, and the latest trends in the delivery of library service.

ACTION STEPS:

1. Staff should stay abreast of new technologies by reading journals and participating in technology classes/lectures sponsored by Main Library Alliance, LibraryLinkNJ, the NJ State Library and other organizations as they pertain to the Library.
2. Continue to integrate technology into children's programs, including preschool storytimes, art, tech, and science classes for children, tweens, and teens, and programs for children with special needs.
3. Ensure free and easy access to adult, teen and children's ebooks and downloadable audiobooks and databases by providing links on the website and access and instruction within the library building.
4. Provide technology for both entertainment and educational purposes for children using iPads, laptops, smart television, Makey Makey kits, paper circuits, and Snap Circuits in programming.
5. Denville will have a representative on the Circulation, Digitech, Youth Services, Technical Services and Adult Services Advisory Groups of the Main Library Alliance.
6. The Library will act as an early adopter for new technologies when appropriate for our community – taking into consideration patron recommendations, spacing needs, staffing needs and budgetary restrictions.
7. Work with the tech staff at the Main Library Alliance to investigate a Bluetooth scanner and printer for use at outreach events.
8. Make sure all staff are using the cloud backup through Gmail to save files instead of

saving them on the local computer.
9. Continue to update, promote, and expand technology enhanced collections in the children's room, including VOX Talking Books and Immersive Reality (IR) books.

Objective 4

Offer training classes and programs for residents on current and emerging technologies and software to meet their informational and recreational needs.

ACTION STEPS:

1. Continue to provide one-on-one assistance for technology devices.
2. Offer technology classes at least 6 times a year on topics like Microsoft Office, Google Workspace, Basics of Computers, and email.
3. Provide evaluation sheets at the end of classes and use suggestions from attendees to plan future classes.
4. Classes and programs will be marketed through print and online resources, as well as placing materials at Cooks Pond, Town Hall and the Senior Center and through presentations to community groups.
5. Provide at least two classes a year on the current genealogy database.

Objective 5

Ensure that the Library's website is current and easy to navigate and provide patrons with regular and ongoing opportunities to learn to use the online catalog, proprietary databases and web-based applications to meet their informational needs.

ACTION STEPS:

1. Continue to provide a website that is user friendly, visually appealing, and viewable on mobile devices. Update in a timely fashion in response to current trends and website design standards.
2. Provide access to programming, registration, and services through Library website and e-newsletters.
3. The adult services staff will perform regular maintenance and updates to make sure all features of the website are working correctly and will update links and databases in a timely fashion.
4. Provide classes and workshops that teach Library users how to negotiate the online catalog, proprietary databases and web-based applications available through the Library, holding at least one per quarter.
5. Provide handouts and self-directed tutorials that explain how to use the online catalog, proprietary databases and web-based applications.

Objective 6

Provide in-house continuing education opportunities for staff in order to advance their technical skills and meet established technology competency standards.

ACTION STEPS:

1. Staff are responsible for understanding how to use the ILS, the databases offered through the library, the consortium and the state library and the website. If further training is needed on any of these resources, staff will bring it to the attention of their supervisor.
2. Encourage staff to attend at least one training/classes/lecture/webinar provided by the Main Library Alliance, LibraryLinkNJ, NJ State Library, and other resources that are applicable to the Library and its patrons each quarter.
3. Take advantage of any training opportunities offered by the Main Library Alliance that can be offered in the Denville Library.
4. Provide all staff with in-person or virtual training on new technologies or products.

Access to Resources and Information Fluency

Goal I: Success Measures for Year 1

➢ Library staff and/or volunteers will offer a minimum of six training opportunities per year including weekend and evening hours on social media, computer software, online databases and other downloadable media.
➢ At least one staff member on duty will be capable of addressing wireless network problems and assisting patrons with downloading media on their mobile devices.
➢ The use of downloaded content such as Libby and Hoopla will increase by 10%.
➢ Each staff member will complete at least four hours of technology training per year.
➢ Add at least 12 new VOX books each year.
➢ Website usage will increase by 5%.

II. Create Young Readers: Literacy from Birth to Age 18

Children and Young Adults will have materials, services, and programs designed for their age group that stimulate their imagination, encourage learning, and engage them in the world of reading, starting as infants and continuing through high school to help them succeed in school and become lifelong readers.

Objective 1

Establish the Denville Public Library as the community center for early literacy programs designed for young children, their families and caregivers that encourage a love of reading and engage their imagination.

ACTION STEPS:

1. Provide storytime and craft activities for preschoolers of all ages, including baby lapsit toddler movement, and preschool storytimes. There will be a minimum of five sessions per week for at least 42 weeks of each calendar year.
2. Support the natural curiosity of young children by engaging them in creative "stepping stone" programming, including music, movement, dance, art, as well as programs in science, technology, engineering and mathematics (STEM).
3. Use traditional and non-traditional storytelling mediums (digital, print, flannel boards, puppets, oversized books, enhanced technology books, etc.) to share books, stories, songs, rhymes, and fingerplays with children and build early literacy skills.
4. Provide entertainment programming to stimulate creativity, including live theatre, concerts, art programs, magic shows, and more.
5. Schedule programming on different days and times, including Friday evenings, Saturdays, Sundays, weekday evenings, and after hours, to better accommodate the schedules of working caregivers and to safely maximize available space within the library and at offsite locations.
6. Continue to focus on the value of free programming for our youngest patrons to ensure that the Denville Public Library remains a vital community center for years to come.
7. Encourage collaborative play to develop creativity, the sharing of new ideas, the development of relationships, and personal growth and self-esteem.
8. Provide appropriate storytime activities and programs for children with special needs, including sensory processing issues. Sessions will be held quarterly within the Library along with special education class visits to the Library and outreach sessions to local schools, as requested.
9. Continue to hold library scavenger hunts that include our youngest patrons by utilizing visual clues and encouraging family collaboration. Previous scavenger hunts have included popular themes like Disney, Pokémon, and Star Wars.
10. Continue to host interactive Book Walks in Hogan Park and/or on library grounds, having at least two Book Walks each year.
11. Continue to hold a six-week session of "Preschool at the Patio" (or a similar STEM-themed early literacy program) during the summer.

Objective 2

Continue to develop the collections in a variety of formats to support the educational and recreational needs of the children and teens of Denville.

ACTION STEPS:

1. Integrate emerging technology and digital formats into circulating library collections, including expanding the non-fiction and chapter book collections of the VOX Talking Book collection, which are geared toward older children.
2. Ensure that non-fiction, both recreational and educational, remains a central component of collections for all age groups. Utilize publisher representative visits, preview boxes, and library journals to select quality non-fiction materials.
3. Attend publishing preview events and webinars; read library-oriented and pop culture journals and magazines; and utilize bestseller lists to enhance collection development methods.
4. Cull collections to maintain timely information and updated materials, using standard techniques and practices.
5. Ensure that non-fiction collections include browsable, engaging materials to expose children to new ideas, including books on subjects like magic, sports, world records, pop culture, etc.
6. Maintain collections that contain diverse books, allowing for children and teens from different backgrounds and life experiences to see themselves represented and valued in collection materials. Recognize all diverse experiences, including (but not limited to) LGBTQ+, Native, people of color, gender diversity, people with disabilities, and ethnic, cultural, and religious minorities.
7. Utilize selection resources that feature underrepresented groups, such as ALA's Rainbow List, We Need Diverse Books, A Mighty Girl, and American Indians in Children's Literature, to ensure quality "own voices" representation.
8. Maintain robust graphic novel collections for both children and teens. Collections should include different formats (like manga and easy reader comics) as well as different subject matters (including non-fiction, memoir, licensed character spinoffs, and graphic interpretations of published books).

Objective 3

Offer programs and take-home kits to school-aged children that strengthen their reading skills and stimulate their creativity and imagination.

ACTION STEPS:

1. Provide science, technology, engineering and mathematics (STEM) programs and take-home kits. Programs and kits can have a practical or entertainment focus and still allow for learning.
2. During in-person programs, foster collaboration, teamwork, group skills, problem solving, and open communication among program participants and between participants and Library staff in a safe and non-judgmental environment. Create a lasting relationship between young patrons and the Library.

3. Provide art, writing, and music programs and take-home kits that allow for free expression and freedom of choice. Maintain a focus on process-oriented outcomes as opposed to fixed result outcomes.
4. Continue to allow for non-traditional, "out of the box" programming and be open to trying new techniques and approaches to foster informal learning.
5. Provide programs that are solely for entertainment (for example, bubble shows) using both paid performers and original programs created by Library staff.
6. Focus on family programming, including crafts, theatre, concerts, live animals, Sunday Funday, Craft Fun Friday, Trunk or Treat, Easter Egg Hunt, and scavenger hunts, in which multiple generations can participate together.
7. Create programs and take-home kits that encourage children to become engaged and responsible members of their community, including Earth Day, recycling/gardening programs, bird feeders, kindness, and nature.
8. Allow programming and take-home kits for children to explore the world beyond Denville, including learning about other people and cultures through art, music, and language. Examples include Hindu celebrations (Diwali, Holi), Jewish holidays (Hanukkah, Purim), Native American Heritage Month, Pride Month, and more.
9. Maintain a continuing commitment to providing free, quality programming for young patrons.
10. Host a comic-con with local vendors, performers, and activities.
11. Circulation and adult services staff will support all activities planned by the children's department in an informative and welcoming manner and will be encouraged to work at larger events.

Objective 4

Expand partnerships with local schools, preschools, organizations, and businesses that provide services to children and teens and increase the number of young library card holders.

ACTION STEPS:

1. Maintain relationships with local public and private schools, attend school fairs and activities, and participate in Read Across America day and Hour of Code.
2. Continue to participate in Back to School night activities at Riverview, Lakeview, Valleyview and Morris Knolls.
3. Conduct regular outreach to local elementary schools and collaborate on joint activities like scavenger hunts and Book Walks.
4. Provide access to resources for homeschooled students.
5. Conduct outreach to local preschools and Early Head Start and create traveling, fine-free library collections.
6. Share flyers, e-news, and library information with local public and private schools.
7. Maintain Summer Reading Program with raffle prizes and rewards to ensure that children continue to read over summer breaks from school.
8. Promote Summer Reading Program with visits to each grade / class in schools.
9. Allow for children's room interns with special needs. Interns ages 18 and older must successfully complete a background check in compliance with library policy.
10. Continue to partner with Downtown Denville, local businesses, and the Rockaway Mall on Summer Reading programming, Trunk or Treat, storytimes, and take-home

kits.

11. Investigate methods to build new partnerships with local businesses and organizations.

Objective 5

Implement library programs, events, and take-home kits that will attract and engage teens to ensure their continued use of the library through middle school and high school.

ACTION STEPS:

1. Continue to grow and expand the library's Teen Advisory Board (TAB) and partner with TAB members on community service projects, library programming, and take-home kits.
2. Provide programs and take-home kits that foster creativity and independent thought and ensure that programs are process oriented to encourage free expression.
3. Offer monthly after hours Teen Nights to allow tweens and teens to learn, create, socialize, and play in a safe, supportive environment.
4. Provide free advanced copies of tween and teen books in a designated area in the Teen room, when available.
5. Evaluate the current staffing needs and what will be required to implement more programs for this age group.
6. Continue to commit to providing one weekly take-home kit that is reserved for tween and teen patrons only.
7. Continue to hold regular in-person Tween Crafternoon programs during the summer where tweens and teens can work on art and craft projects in a relaxed and welcoming environment.
8. Circulation and adult services staff will support all activities planned by the children's department in an informative and welcoming manner.

Create Young Readers: Literacy from Birth To Age 18

Goal II: Success Measures for Year 1

➢ Provide at least 15 tween / teen in-person programs each calendar year.
➢ Provide at least 1 tween / teen take-home kit each week that craft kits are offered.
➢ Host at least two Book Walks at Hogan Park and/or on other publicly accessible offsite property at least two times per calendar year.
➢ Provide at least 9 family craft programs after hours (for example, Craft Fun Friday or Sunday Funday) each calendar year.
➢ Provide at least 3 scavenger hunts during the course of the year.
➢ Purchase at least 75% of the award books including those recognizing underrepresented groups.

III. Making Informed Decisions and Getting Facts Fast: Health, Wealth and Other Life Choices

Residents will have someone to answer their questions on a wide array of topics of interest as well as the resources they need to identify and analyze risks, benefits, and alternatives before making decisions that affect their lives.

Objective 1

Provide a broad collection of library resources in different formats to meet the needs of patrons seeking information on a variety of topics.

ACTION STEPS:

1. Attend in-person or virtually publishing preview events, publisher webinars; read library-oriented and pop culture journals and magazines; and utilize bestseller lists to enhance collection development methods.
2. Maintain collections that contain diverse books, allowing for patrons from different backgrounds and life experiences to see themselves represented and valued in collection materials. Recognize all diverse experiences, including (but not limited to) LGBTQ+, Native, people of color, gender diversity, people with disabilities, and ethnic, cultural, and religious minorities.
3. Periodically audit the nonfiction collections to make sure topics are well covered.
4. Circulation staff will inform adult and children's staff if they locate areas with outdated information or a lack of resources available on a particular topic.
5. Continue to offer a balanced collection of print and digital materials to answer patron's informational questions about a wide variety of topics.
6. Continue to purchase downloadable e-books and e-audiobooks to meet the needs of the community.
7. Monitor the collection for usage, currency and appeal using traditional library practices.
8. Promote the Library's digital resources through social media, the Library's website, outreach, one-on-one training and formal Library workshops.
9. In compliance with local and state law, maintain a commitment to providing easy access to updated medical information in print and digital format, regardless of current controversies and/or out-of-state restrictions.
10. Investigate providing harm reduction and/or wellness products for free to patrons. Research grants and organizations to partner with to defer the cost of these products.

Objective 2

Ensure all patrons have the opportunity to find print and digital resources quickly and easily and the means to get accurate and reliable answers to their questions from highly trained reference providers.

ACTION STEPS:

1. Encourage staff to attend at least one workshop, webinar or program to further enhance their Reference skills.

Objective 3

Provide programs and emphasize library resources that will educate patrons about making successful life choices on topics such as health, education, finance and careers.

ACTION STEPS:

1. Provide yoga, fitness, and movement programs for people of all ages.
2. Use existing programming, including storytime sessions and take-home kits, to develop life skills, including social skills, following directions, good manners, respect for self and others, developing friendships, working in groups, and raising self-esteem.
3. Provide cooking and nutrition programs.
4. Integrate safety training into existing programming, using resources from our local police and fire departments. Examples would be storytime with a police officer or supplementing storytime with teddy bear clinic.
5. Utilize resources, programming, TAB, take-home kits, and partnerships with local Scouts to help young people of all ages become more responsible community members and more engaged global citizens.
6. Keep the local volunteer opportunities up-to-date on our website.
7. Provide at least six programs per month for adults on topics such as health, education, finance and careers.
8. At the end of each adult program, do a short evaluation asking for additional areas of interest for possible programs.
9. Encourage staff to attend professional development workshops/webinars on adult programming.
10. Create bookmarks or brochures highlighting library databases and print resources to assist in leading patrons to information about making informed life choices.
11. Create and maintain displays to highlight print resources to assist patrons in making informed life choices.
12. Utilizing standard collection development practices continue to select and deselect library resources to assist patrons in making informed life choices.

Making Informed Decisions and Getting Facts Fast: Health,

Wealth and Other Life Choices

Goal III: Success Measures for Year 1

- ➢ At least six new adult programs will be held in the year.
- ➢ The average publication date of items in the Adult Non-fiction collection will be less than 10 years old.
- ➢ At least 60 programs will be held on topics such as health, education, finance and careers.
- ➢ Providing displays of materials that are inclusive of diverse voices and viewpoints.

IV. Satisfy Curiosity and Stimulate Imagination:

Providing Library Materials and Programs for Entertainment and Lifelong Learning

Residents who want to enhance their leisure time, to explore topics of personal interest and to continue learning throughout their lives will find the resources and programs they want in a wide range of traditional and emerging formats.

Objective 1

Establish the Library as the center of cultural life in Denville Township by developing library programs and exhibits that will appeal to library users with a variety of interests and backgrounds and enable them to connect in conversations about books and culture.

ACTION STEPS:

1. Maintain a commitment to providing free, quality programs.
2. Continue to focus on diversifying the interests and expanding the worldview of residents through art, music, reading, writing, and free expression to expose them to new cultures, diverse groups, and new ideas.
3. Provide dance and movement programs for all ages.
4. Provide music programs that allow for both listening to music and creating music and musical instruments.
5. Engage young people with art in different mediums, including painting, pottery, drawing writing, video game making, and theatre. Allow for the presentation of student art works to the larger community, including using the Library website and social media. Provide opportunities for collaborative art projects, like preschool painted murals and 1,000 paper cranes. Work with the Denville Arts Council when appropriate for mini art shows or to have displays at their events.
6. Allow young children to expand their imaginations through regular storytime sessions and special appearances by costumed characters.
7. Focus on process-oriented activities and take-home kits that reward creativity and free expression instead of forcing children to create a project (art, writing, crafts, etc.) with a required specific outcome.
8. Coordinate at least six special events and celebrations for library-related holidays, national holidays and observances each year. (An examples would be Blind Date with a Book for Valentine's Day)
9. Celebrate Pride Month (June) with at least one activity for young people and their families.
10. Participate in cultural events sponsored by Denville organizations.
11. Where appropriate create a coordinating list of related library resources. Provide this list at the program and online via the Library website, Aspen Browse Categories or social media sites.
12. At the end of each adult program do a short evaluation asking for additional areas of interest for possible programs.

13. Offer at least thirty library programs per year at off site locations when possible. (Book groups at local restaurants, senior residence, storytimes at lake communities, programs in the Community Room at Town Hall, activities at Denville events such as Green Fair and Spring Into Denville, etc.)
14. Highlight popular culture and trends by offering programs that cater to these trends such as television or movie fan based programming, craft programs, etc.
15. Use Book Cover Carousels on the Library's website to feature titles. These can be for popularity or theme related.
16. In the children's and teen rooms, use book displays to highlight topics of interest – construction, astronomy, back to school, winter books – as well as to recognize cultural heritage / history months, including but not limited to Black History Month, National Hispanic Heritage Month, and Pride Month.
17. Continue to link book displays to further library resources by creating public book lists and Browse Categories within the library catalog as well as printed brochures and digital resources. Prominently feature these resources on the library website and in e-newsletters.
18. Continue to utilize at least one take-home kit for children each month to feature a popular storybook or pop culture character. Examples would include Bluey, Pokémon, Super Mario Brothers, Peppa Pig, and more.

Objective 2

Enhance the scope of library offerings by developing mutually beneficial programs in partnership with local clubs, organizations and retailers.

ACTION STEPS:
1. The director or a designee will attend at least nine club/organization meetings a year.
2. Offer at least two lectures by a community group to be held within the library. (E.g. Sustainability Committee could come and speak on an environmental topic.)
3. Communicate with groups to find out what they would like to learn about and try to provide programming and resources to meet those needs.
4. Continue to solicit prizes and donations from local businesses, sports teams, and cultural centers for Summer Reading Program.
5. Continue to investigate and apply for grant funding and explore alternative funding sources, including Amazon Wishlist, town-financed events and resources, Donation Match website, etc.
9. Continue to provide assistance by selling tickets and/or providing a spot for collecting items for local organizations trying to better the community.
10. Partner with local agencies and support services in Denville Township and Morris County to provide programs of interest to adults.
11. Offer at least seven lectures a year by a community business.
12. Continue to partner with Downtown Denville and increase the library's participation in BID events like Spring Into Denville, Holiday Open House, and more.
13. Continue to partner with the Rockaway Mall to hold monthly programming for children and families.
14. Continue to partner with lake communities on summer storytimes and events.
15. Investigate new annual children's programs (like the library's Trunk or Treat) that allow

for successful partnerships with local businesses and organizations.

16. Participate in local community events, such as Rotary Festival, National Night Out, and Music in the Park to provide support for the organizations and to increase knowledge of the Library and its offerings.

17. Before finalizing any partnership, ensure that the external organization's goals, mission statement, policies, and/or activities promote fairness and inclusivity and are aligned with Library policies.

Objective 3

Build collections in a variety of formats that fulfill the community's desire for popular culture and social trends, ensuring that patrons' recreational needs are met and enabling them to expand their imagination.

ACTION STEPS:

1. Continue to have staff monitor standard collection development tools (journals, websites, etc.) to meet demands.
2. Continue to purchase downloadable e-books and e-audiobooks through our digital services provider.
3. Continue to offer Hoopla as a streaming music and video supplier. Research if other vendors should be added.
4. Increase the budget for Large Type materials.
5. Maintain fiction collections that encourage children to take new adventures, including genre fiction, Sci-Fi, fantasy, mystery, etc.
6. Annually review and if needed, update the collection development policy to reflect changes in publishing and customer preferences and adjust the budget to reflect those changes as an ongoing process.
7. Continue to update and maintain the print and digital collections using standard collection development tools.
8. Evaluate the formats being provided using patron feedback and current industry standards for preferred format and adjust buying patterns.
9. Continue to expand and promote the enhanced technology book collections in the children's room, including the VOX Talking Books collection. Investigate the possibility of adding additional technology enhanced print resources.
10. Periodically perform a diversity audit of fiction materials including large print.

Objective 4

Assist patrons in the selection of their next book, movie or music by promoting readers' advisory services and creating a browser-friendly environment.

ACTION STEPS:

1. Continue to provide engaging displays in all areas of the Library. Continue to rearrange and find additional space for forward facing materials.
2. Provide recommendations on books and resources as requested.
3. Market readers' advisory tools such as NoveList.

4. Shelve new materials promptly as they are returned.
5. Create a personalized readers' advisory service (online or print) for patrons.
6. Provide readers' advisory training for all staff.
7. Continue to create readers' advisory materials such as shelf talkers, booklists, etc. and publish on the Library's website, in Aspen Browse Categories, social media, and in-house.
8. Maintain and update leveled reading guide for young people, which offers fiction and non-fiction book suggestions divided by Fountas and Pinnell reading level. Offer print copies in the Children's room and digital access via the website.
9. Continue to explore breaking out specific collections or series in the Children's room, as was done with the Who Was? Books, Easy Reader Non-Fiction and 5 Minute Stories.
10. Create an updated tutorial for patrons on how to use NoveList and other readers' advisory tools to find their next book, movie or music.
11. Continue to create library displays on rotating topics highlighting the Library's resources and collections.

Objective 5

Effectively market library programs and services to increase library use by Denville adults.

ACTION STEPS:

1. Advertise programs and services on the website, through e-newsletters, on social media, through local organizations and in the print and online newspapers.
2. Continue to provide Denville residents first access to registration.
3. Attend meetings of local organizations to discuss library programs and services.
4. Participate in community activities.
5. Promote digital collections through the Library's e-newsletter.
6. Consider and evaluate the possibility of creating a part-time position to market the library programs and services.
7. Keep the digital/social media policy up-to-date for reaching current and new patrons via the website, social networks and newsletters.
8. Provide articles or other contributions to the local newspaper about library events and resources monthly.
9. Maintain a brochure about the Library for new residents and realtors.
10. Circulation staff will market new and existing library services and digital resources to patrons as they check out. A different suggestion will be offered monthly.
11. Circulation staff will maximize each patron's experience by informing patrons about new policies and services such as automatic renewal and fine free Denville items.

Satisfy Curiosity and Stimulate Imagination: Providing Library Materials and Programs for Entertainment and Lifelong Learning

Goal IV: Success Measures for Year 1

➤ Library subscribers will receive at least one electronic newsletter from the Library's adult each month with information about the Library's collections, digital resources and programs.

➤ Youth Services will send at least one electronic newsletter week that includes event and craft kit listings as well as collection updates and general department news.

➤ Use Instagram Stories and Facebook Stories at least 12 times per month to share information about Library collections and programs. Boost at least one Facebook post per month.

➤ Create at least two Instagram Reels each month to highlight book displays or collection topics.

➤ Staff will make presentations to local community groups on these topics at least five times in a year.

➤ Program evaluations completed after each adult program will show a customer rating of Good or above by 75% of those who completed the survey.

➤ The Library will buy the print book for at least 90% of the New York Times Bestsellers Lists for Adult Fiction and Nonfiction.

➤ Increase in usage of resources that have been promoted.

V. Visit a Comfortable Place: Physical and Virtual Spaces

Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking.

Objective 1

Encourage frequent visits to the Library by reviewing the Library's hours and days open and continuing to provide superior customer service that is friendly, warm, knowledgeable, and inviting. Also, provide a building that is comfortable and appealing to be in for various periods of time and a safe space for all.

ACTION STEPS:

1. Whenever possible, staff will address patron by name.
2. Staff members will continue to provide friendly, knowledgeable service.
3. Patrons will be greeted upon entering the building and offered assistance as needed.
4. Patrons will be reminded at checkout of other services the library provides. (E.g. digital collections, Library of Things and museum passes)

5. Work with the staff to create an updated standardized phone greeting.
6. Maintain open lines of communication with caregivers and children in person and through electronic means. Respond quickly to feedback, concerns, and questions. When possible, try to accommodate all children who wish to attend a program, within capacity and public health limits.
7. If needed and when feasible, move programs to a larger space (Town Hall Community Room, local schools, entire Library building after hours) to allow for increased community participation at events while still maintaining a safer public health environment.
8. Learn the names of children, tweens, and teens who regularly attend programming or volunteer at the Library.
9. Foster supportive, non-judgmental relationships with young people.
10. Ensure that library policies and procedures are customer focused.
11. Conduct annual customer service training workshops for staff.
12. Provide comfortable seating so that patrons are able to use the Library for extended periods.
13. Provide more access to electricity and the ability to plug in laptops and phones to charge.
14. Provide a collection and programming that is diverse and welcoming to all.

Objective 2

Explore ways to create additional meeting, program and quiet study space for residents of all ages.

ACTION STEPS:

1. Consider fundraising opportunities for the expansion project.
2. Consider a Foundation.
3. Explore grant opportunities for construction projects.
4. Continue to rearrange as much as possible to create better study areas.
5. Use the remodeled two room school house for additional meeting room space until the Library project can be completed.

Objective 3

Evaluate the existing space and floor plan for children and teens in order to create a welcoming environment that is conducive to learning, interacting and having fun.

ACTION STEPS:

1. Continue to try to create more open floor space in the children's room to allow for expanded movement, play, and family bonding.
2. Continue to provide technology in the children's room and teen area for both educational and recreational purposes.
3. Create spaces that better physically and emotionally accommodate children and teens with special needs, including sensory processing issues.

4. Provide safe, inclusive spaces for LGBTQ+ children and teens and continue to create inclusive programming and displays.
5. Investigate purchasing furniture in the children's room that provides greater comfort for older caregivers and caregivers with physical impairments or disabilities.
6. Investigate additional games and manipulatives that can be added to the children's room with a minimally invasive footprint (like the manipulatives for young children at the end of the shelving units).

Objective 4

Consider ways to provide easier access to library services to patrons living south of Route 10.

ACTION STEPS:
1. Continue to provide programming closer to Route 10.
2. Use the two-room school house once it is remodeled.

Visit a Comfortable Space: Physical and Virtual Spaces

Goal V: Success Measures for Year 1

➢ The Library will provide at least five programs per year at a community location that is closer to residents that live near Route 10.
➢ Each staff member will complete two hours of customer service training per year.
➢ Library public service policies will be reviewed and updated where necessary to ensure that they are customer focused and provide a welcoming environment.
➢ A new furniture layout will be created in the adult area to allow for more flexible use of the space.

Acknowledgement of Strategic Plan

Name:_____ Date: _____