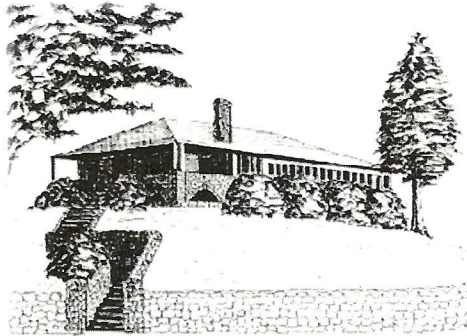


3/31/14



STRATEGIC PLAN

Worth-Pinkham Library Board of Trustees

John Mongelli, *President*

Hugh Turk, *Vice President*

Herman Crowley, *Treasurer*

Trish Ludwig, *Secretary*

Patricia Crossley

Jeffrey Clutterbuck

Leanne Surz

APPROVED AND ADOPTED BY THE LIBRARY BOARD OF TRUSTEES
AT THE MARCH 31, 2014 BOARD MEETING

Sent on May 8, 2014

WORTH-PINKHAM MEMORIAL LIBRARY

Five Year Strategic Plan

HISTORY OF THE LIBRARY

In 1924, the Ho-Ho-Kus Woman's Club sponsored an open meeting in order to form the HoHoKus Free Public Library Association. A jail cell, intended but never used for female prisoners, housed the first library.

In 1927, due to the prevailing feeling that that the library should be supported by Borough funds, there was a referendum to municipalize the library. Borough officials authorized funds for the library, and in 1930 they purchased a real estate office and relocated the building to East Franklin Turnpike where it became the official Borough Library.

In 1933 the library once again outgrew its space and the Community House Committee turned over its entire funds, \$1,472.20 to be used for an addition. Plans for remodeling the building included an entrance porch, two wings and a furnace room. Two large wings, one on the east and one on the west, were added in 1953.

The current library building on the corner of North Franklin Turnpike and Warren Avenue was donated to the Borough by Caroline Mildreth Worth-Pinkham and was dedicated as the Worth-Pinkham Memorial Library in 1988.

In 1991, the library's collection was computerized and Internet services became available for the staff and public.

THE HO-HO-KUS COMMUNITY

What is now Ho-Ho-Kus was incorporated by an act of the New Jersey Legislature on October 12, 1908 from what had originally been the Borough of Orvil.

According to the United States Census Bureau, the Borough has a total area of 1.749 square miles of which 1.735 square miles is land and 0.014 square miles is water.

As of the 2010 United States Census, there were 4,078 people, 1401 households, and 1,154 families residing in the Borough. The population density was 2,350.3 inhabitants per square mile.

The Ho-Ho-Kus Public School serves public school students in preschool through eighth

**APPROVED AND ADOPTED BY THE LIBRARY BOARD OF TRUSTEES
AT THE MARCH 31, 2014 BOARD MEETING**

3/31/14

grade. As of the 2010-2011 school year, the school had an enrollment of 651 students. Secondary School students attend Northern Highlands Regional High School in Allendale, which serves students in the 9th through 12th grades from Allendale, Ho-Ho-Kus, Upper Saddle River and Saddle River, as part of sending/receiving relationships with the Ho-Ho-Kus district.

Ho-Ho-Kus is governed under the Borough form of New Jersey Municipal government. The government consists of a Mayor and a Borough Council comprised of six council members. A Mayor is elected directly by the voters to a four year term of office and only votes to break a tie. The Borough Council consists of six members elected to serve three year terms on a staggered basis, with two seats coming up for election each year.

APPROVED AND ADOPTED BY THE LIBRARY BOARD OF TRUSTEES
AT THE MARCH 31, 2014 BOARD MEETING

WORTH-PINKHAM MEMORIAL LIBRARY

Five Year Strategic Plan

STRATEGIC PLAN

Introduction

The Worth-Pinkham Memorial Library's services to the community began 90 years ago when the Ho-Ho-Kus Free Public Library Association was formed in 1924. This document addresses the long range planning process necessary for implementing and maintaining a high level of services for the existing needs of our community over the next several years.

Mission Statement

It is the mission of the Worth-Pinkham Memorial Library to provide and promote open and equal access to the resources and services of the library in order to meet the informational, educational, and cultural needs of the community. The Library seeks to encourage reading and the use of current technology for life-long learning and the enhancement of the individual's quality of life.

As a member of the Bergen County Cooperative Library System (BCCLS), the library also adheres to the directives of that group's mission statement:

- BCCLS is a consortium of public libraries that delivers quality library services to the general public through sharing of books and other materials, purchasing, maintaining and sharing a computer system providing common access to electronic resources.
- BCCLS initiates, nurtures, and manages cooperative public library services of which reciprocal borrowing is the cornerstone. These actions provide its users the widest possible access to all types of materials and information and facilitate the use of global technology to all libraries.
- BCCLS advocates the provision of professional reference information services to the patrons of BCCLS libraries.
- BCCLS supports coalition and consensus building as key steps in addressing and respecting library needs at the local, state, and national level for both adequate funding and appropriate legislation.
- BCCLS affirms that libraries are forums for information and ideas and endorses the American Library Association Library Bill of Rights.

**APPROVED AND ADOPTED BY THE LIBRARY BOARD OF TRUSTEES
AT THE MARCH 31, 2014 BOARD MEETING**

WORTH-PINKHAM MEMORIAL LIBRARY

Five Year Strategic Plan

GOALS AND OBJECTIVES

2014-2019

Goal I – Library Collections

The library will provide collections of enduring value and contemporary interest that are relevant to users' needs.

Objective: Encourage the excitement of learning and pursuit of knowledge by making print and nonprint resources available to all users.

Objective: Utilize best practices put forth for maintaining and expanding library collections as well as facilitating patron requests for materials.

Objective: Communicate with the local schools to ensure that the Library's collections meet the curriculum needs of Ho-Ho-Kus students.

Goal II – Programming

The Library will provide programming services that are valued by the community resulting in ongoing Library usage and the encouragement of lifelong learning.

Objective: Provide adult programming throughout the year that is relevant for all adult age groups.

Objective: Continue to provide year round youth programming including the Summer Reading Program.

Objective: Support and enhance artistic and cultural activities which benefit our community.

APPROVED AND ADOPTED BY THE LIBRARY BOARD OF TRUSTEES
AT THE MARCH 31, 2014 BOARD MEETING

WORTH-PINKHAM MEMORIAL LIBRARY

Five Year Strategic Plan

Goal III – Community Involvement

The Library will collaborate with the community to strengthen to the Library's awareness of community needs and reach out to those who are not yet engaged with the Library's Services.

Objective: Resurrect the Friends of the Library. This will enable efforts to reach out to the community through programming and fund raising efforts.

Objective: Continue school and library collaboration by encouraging the use of library resources for student growth.

Objective: Encourage collaborations with the borough, community groups and organizations to develop and co-sponsor programs.

Goal IV – Communication

The Library will strive to ensure the community is aware of library resources so as to expand the base of community users.

Objective: Continue to produce flyers, newsletters and press releases to local media regarding Library programming.

Objective: Develop a library email listserv of Ho-Ho-Kus patrons to notify them of upcoming programs and special events.

Objective: Continue updating the Library's website to make it easier to display current library collections, databases and programming information.

Objective: Continue to utilize the borough and schools' website for links to the Library's website.

WORTH-PINKHAM MEMORIAL LIBRARY

Five Year Strategic Plan

Goal V – Technology

The library will offer technology resources that will enhance services and provide equal access to online information sources.

Objective: Address the long range planning needs for the community development and maintenance of the library as a technological hub for the community through a Technology Three Year Plan.

Goal VI – Facility

The library will provide a facility that will meet the needs of the community.

Objective: Determine if the library can gain clear title to the Worth Pinkham Memorial Library so that the building can be sold and a new library built on a different site in the Borough.

Objective: Create a plan to expand and refurbish the existing library.

Objective: Explore the possibility of contracting with another BCCLS library to provide library service to the residents of Ho-Ho-Kus.

Goal VII – Customer Service

Make a customer focused, enjoyable library experience a top priority.

Objective: Hire and maintain a motivated staff.

Objective: Provide excellent customer service by empowering the Library Staff through training, workshops, and regular staff meetings.

Objective: Provide feedback to staff and evaluate staff members annually on customer service skills.

Objective: Provide clear guidelines for uniform staff behavior by the ongoing review and during staff meetings, of Library policies adopted by the Library Board.

Objective: Create, review and amend Library policies and procedures on an ongoing basis.

APPROVED AND ADOPTED BY THE LIBRARY BOARD OF TRUSTEES
AT THE MARCH 31, 2014 BOARD MEETING

WORTH-PINKHAM MEMORIAL LIBRARY

Five Year Strategic Plan

Goal VIII – Capital Improvements

Both short and long term planning for improvements to the library facility.

Objective: Seek funding for the planning, building, and furnishing of a new facility.

Objective: Seek funding for the expansion and refurbishment of the current facility.

Goal IX – Library Funding

The Board of Trustees and the Library Director will provide careful stewardship of the Library's financial and operational resources to make the most efficient and effective use of both public and private funding.

Objective: Continue to effectively manage state and borough funding resources.

Objective: Continue to meet New Jersey State Aid requirements by submitting required New Jersey State Library Annual Report.

Objective: Evaluate and address funding cutbacks and their impact on the ability to provide library services.

Objective: Seek to acquire funding through fundraising drives, donations, and grants.

Objective: Continue to utilize the Library's Funding Statement as a guide to the use and maintenance of funds for Library related activities and long-term capital expenses:

Funding Level One: Operating Funds and Reserves

This represents funding sources and reserves for Library expenses, services, and operations in the current year.

Funding Level Two: Capital Expenditures

This represents funds to be utilized over the next three years for capital expenditures identified and approved by the Board.

APPROVED AND ADOPTED BY THE LIBRARY BOARD OF TRUSTEES
AT THE MARCH 31, 2014 BOARD MEETING

WORTH-PINKHAM MEMORIAL LIBRARY

Five Year Strategic Plan

Goal X – Library Management

The Library will establish and maintain appropriate policies and procedures for the efficient and safe operations and compliance with regulatory requirements.

Objective: The Library Director, with the Board's approval, will establish and maintain appropriate operating and administrative procedures.

Objective: The Library Director will maintain appropriate operating procedures required as a member of BCCLS.

Objective: The Library Director, in conjunction with the Board, will identify new regulatory requirements and other matters requiring new written policies and procedures or revisions to existing policies and procedures.

Evaluation Process

The Library Director will report to the Board on a regular basis to monitor progress toward the specified goals and suggest mid-course corrections in response to new developments and opportunities as they arise. Qualitative and statistical evaluation data will be provided as appropriate. These reports, as well as ongoing communication with the Library Director, will enable the Board to stay abreast of changes in order to make the best decisions it can to plan strategically for the future growth and success of the Worth Pinkham Memorial Library.