

“Engage ~ Grow ~ Discover”

Strategic Plan: 2020 – 2023

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Our Vision, Our Mission, and Our Community Commitment

The next three years will be a time of major changes, innovation, and growth for our Library. To guide us through this process, the Strategic Planning Committee began with an exciting vision for the future, a clear mission statement, and a shared community commitment that will guide the way we work and respond to



community needs.

Our Vision

The Lindenhurst Memorial Library will be the community's first stop for pursuing knowledge, while also being one of the central places for community and civic engagement. We will

continue to honor our legacy as a Memorial Library to those Lindenhurst residents who serve, or have served, our country.

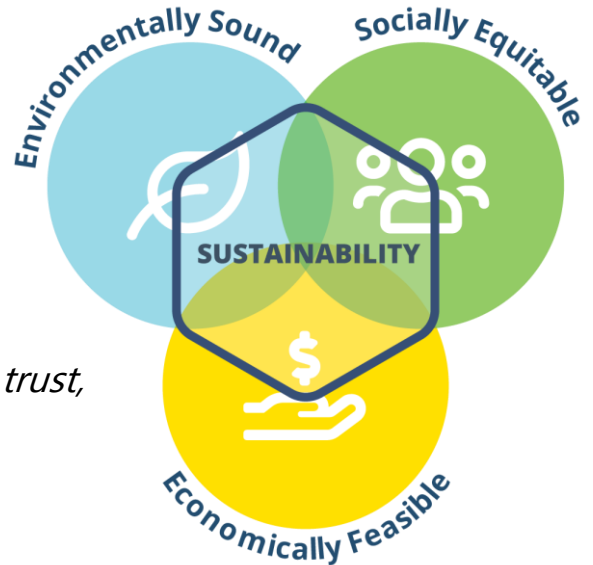
Our Mission

The Library will provide a community forum where quality services and lifelong learning opportunities are available for all members of our community.

Our Community Commitment

The Lindenhurst Memorial Library will:

- *Listen to the community and respond to its needs*
- *Treat all people with respect and trust, in a welcoming environment*
- *Deliver quality service, every day*
- *Continue to pursue the “triple bottom line” of sustainability by embodying practices that are environmentally sound, AND economically feasible, AND socially equitable*
- *Educate, entertain, and engage learning through a diverse assortment of programs and collections*
- *Continue to honor and memorialize Lindenhurst residents who served, and continue to serve, in our Armed Forces*
- *Partner with local government officials and community organizations, both public and private, for the betterment of our shared community*



- *Employ staff who are eager to learn and adapt to the changing needs of the community, and will provide every person with friendly and knowledgeable service*

Lindenhurst Memorial Library at a Glance



The Library serves all residents residing in the Lindenhurst Union Free School District, and is classified as a School District Public Library.” The Library began in 1945 as a library fund raising group that also pledged itself as a memorial to those Lindenhurst residents who served in the Armed Forces. It reorganized itself in 1952, when the Lindenhurst Memorial Library Association transferred ownership of the Library building (which also housed Village Hall) to the Village of Lindenhurst. From the period of 1952 – 1964, the Library chartered as a Village Library. However, due to a boom in population and severely cramped space, the Library Board of Trustees put forth a proposition to convert the Library from a Village Library to a School District Public Library. This expanded the scope of service from just Village residents, to all residents residing in the 11757 zip code and were in the boundaries of the Lindenhurst Union Free School District.

The Library Board of Trustees purchased a one-acre site at the corner of South Wellwood and Lee Avenue in 1967. On May 18, 1969 – the current library building opened to the public. Located in Suffolk County’s Town of Babylon, current census data shows that the Library district serves 42, 011 residents.

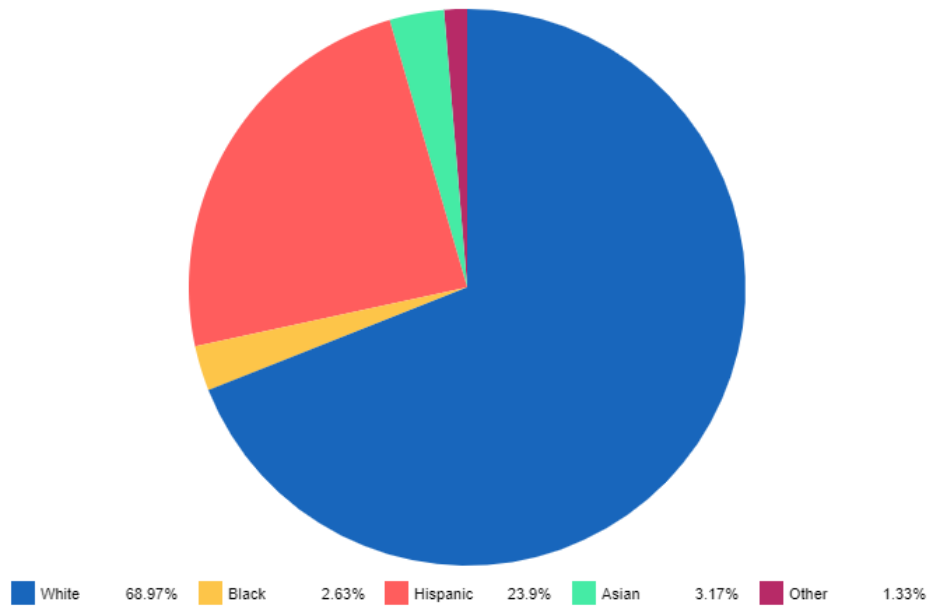
In 2019, Lindenhurst Memorial Library became just the third library in the state (and the country!) to achieve Sustainable Libraries certification from the New York Library Association’s Sustainability Initiative.



**Sustainable
Libraries
Initiative**

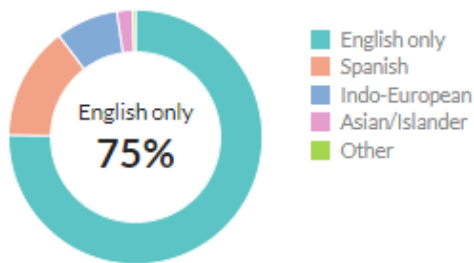


This pie chart shows the demographics for Lindenhurst Union Free School District as of the 2017-18 school year:



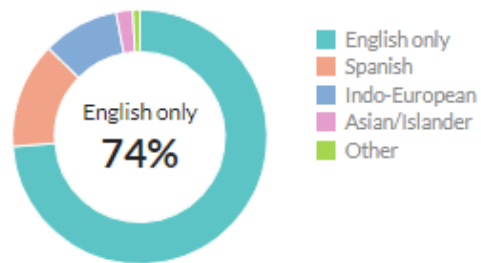
African American: 2.63%
 Asian: 3.17%
 Caucasian: 68.97%
 Hispanic: 23.9 %
 Other: 1.33%

Language at home, children 5-17



[Show data / Embed](#)

Language at home, adults 18+



[Show data / Embed](#)

75% of households speak only English, with the other 25% being multi-lingual households. Languages other than English spoken in Lindenhurst include:

Spanish	13.5 %
Indo-European (Polish, Italian, Russian, etc.)	9.7%
Asian/Islander	2.1%
Other	0.9%

Library Profile: 2019 New York State Annual Report

Library Stats:

Service Population	42,011 residents
Library Building	23,000 square feet
Hours Open Per Week	65
Total Operating Budget	4,749,900
Annual Visits to the Library	198,685 physical visits
Visits to our Website	183,192
Residents with Library Cards	28,045

Employees:

Full time equivalent employees	34.5
Librarians	13
Other staff	21.5
Total actual staff	41 full and part time employees

Collections

Items circulated	210,633
Total items in collection	541,479
Print materials in collection	119,790
Electronic materials	381,463
Non-electronic materials	26,524

Programs

Adult program sessions	attendance	8,024
Young adult program sessions	attendance	1,542
Children's program sessions	attendance	8,398
Outreach sessions	attendance	5,605

Total program attendance 23,569 – an increase of 4,342 people!

Services and Technology

Reference questions answered	39,422
WiFi hotspots to borrow	24
Public computers available	33
Public WiFi sessions	28,245

Listening to the Community

The following are the top ten ranked areas of importance chosen by members of the strategic planning committee, from the 18 Public Library Association's service responses.

1. **Satisfy Curiosity**
2. **Stimulate Imagination**
3. **Understand How to Find, Evaluate, and Use Information**
4. **Know Your Community**
5. **Create Young Readers**
6. **Connect to the Online World**
7. **Be an Informed Citizen**
8. **Succeed in School**
9. **Celebrate Diversity**
10. **Visit a Comfortable Place**



Patron Survey Responses

The Library conducted an online survey from November – December 2019. The most utilized areas/services by patrons, in order:

1. Books
2. Movies
3. Museum Passes and Attraction Ticket Purchases
4. Children's Department
5. Adult Seating Area
6. Computers
7. Meeting Rooms
8. Wi-Fi Hotspot Lending Program
9. Teen Zone and Magazines (tie)
10. The Backyard (programs and community garden)

In addition, these were the individualized responses to the question "What improvements would you like to see at your library?"

- Frequent additions to the New Books shelves in all departments.
- Drive up book return on drivers side so you don't have to get out of your car
- More adult programs
- more blu-ray movies
- I would love to see more added to the kids and teens area. I feel that it is a great place for kids for a multitude of reasons. Additionally anything that the library can do to help bring the community together- drives, fundraisers, garden
- More daytime events
- Addition of a cafe would make the library a social destination for me.
- Computer games to loan out like PS4
- Open more often, including holidays
- More physical books, and less e-books
- more comfy chairs throughout the stacks, even upstairs
- quiet rooms for the computer
- more comfortable seating for just sitting to read
- More large print new books
- Quiet rooms
- More technology and children's programs on the weekend
- Larger, more organized book sales
- A community information space to notify residents about local events, meetings and issues
- My children would love to see some dinosaur toys and a dollhouse to play with
- I would like there to be a better selection of hard-copy books as opposed to e-books. I say this because regular books -in my opinion- are much better than e-books.

- more programs/ workshops how to learn Microsoft PowerPoint/Excel etc Apple apps, 3d printer
- Writing workshops (grant writing, book writing etc, more elected officials meet and greet/community meeting.
- More audio book selections
- Programs for special needs people/ parents programs/workshops.
- Separate computer lab
- Printing is cash only – more options to pay with credit or debit card
- Programs and transportation for seniors
- More programs for teens.
- A general area with tables and food machines to socialize, tutor, just read
- I noticed other local libraries have more online resources (access to periodicals such as New York Times and Wall Street Journal, online research such as Valueline, Barons) would be nice to get access to some of those
- A café
- More evening and weekend activities for patrons that work. Like trips, book discussions, movies, etc.
- Adult classes more often
- pair up with the Lindy historical museum and have a rotating display of local history
- Remove the I-pads from the children's area! It should be a play area,
- Please bring back the giant building blocks (or, it would have been awesome if the library could purchase the soft foam giant building blocks, like the ones that were brought downstairs during building events)
- Purchasing more CD's
- More selection/options of books
- More things for Seniors





Photo Above: Library patrons enjoy a trip to the Brooklyn Bridge

Photo Below: Elected Officials, Board of Trustee Members, and Staff at the May 18, 2019 50th Anniversary of the Building Bash



Goals and Objectives

Goal One: Satisfy Curiosity and Stimulate Imagination



OBJECTIVES:

- Increase participation in adult, teen, and youth book/film discussions
- Sponsor author and illustrator visits, with a focus on highlighting local and regional authors when possible
- Create an interactive Makerspace for public use
- Host one or more Library blogs/video blogs to encourage users to discuss library related topics and programs
- Create a circulating "Library of Things"
- Additional programs in "The Backyard" and with our Community Garden
- Partner with existing community organizations to offer innovative programs
- Increase staff led programming and weekend programming
- Increase evening programs for youth and families

OUTCOMES MEASURED

Program attendance (number of participants before and after)
Participation numbers in reading clubs, reviews completed, responses recorded
Website specific page views (before and after)
Circulation of display materials, collections, etc.
Usage statistics of Makerspace technology
Patron Surveys on programs attended
Number of new partnerships made annually

Goal Two: Understand How to Use, Find, and Evaluate Information and Be an Informed Citizen



OBJECTIVES

- Increase programs specific to our databases and information services, Providing at least 12 classes on how to use library databases annually
- Increase sessions of "Book-a-Librarian" for assistance with information evaluation and usage
- Partner with community organizations to disseminate information throughout community, including digital literacy
- Increase online bibliographies, and online tutorials for databases
- Start a Library Blog with regularly posted content on information resources, evaluation techniques, etc.
- Partner with school librarians to offer classes on how to evaluate information resources
- Increase staff training on new technologies so they in turn can teach patrons on new technologies and trends as they occur
- Partner with local senior centers to provide programs to ensure senior citizens know how to find, evaluate and use information
- Convene meetings to provide an opportunity for people to discuss community, regional, and national issues of interest
- Create a local history blog where residents can contribute family stories and history, in partnership with the Village Historical Society

OUTCOMES MEASURED

- Program attendance
- Database usage
- Track number of visits to our website and specific pages on website
- Blog statistics
- Patron Surveys on services utilized
- Number of trainings staff attended
- Number of podcasts/videocasts recorded and number of views

Goal Three: Know Your Community and Celebrate Diversity



OBJECTIVES

- Create a Community Calendar to list events from all local community groups
- Increase connection to school district and PTA units
- Create a physical community bulletin board for dissemination of materials
- Increase communication to the community about all the library has to offer through social media, local business connections, etc.
- Increase awareness of all major holidays celebrated in local community
- Provide resources to business owners and non-profit organizations to help develop and maintain a strong community
- Creation of a cultural food series and/or other cultural fairs in summer
- Increase cultural programs and classes
- Mount exhibits and displays that reflect the cultural heritage of community
- Increase number of programs focusing on all abilities and inclusiveness
- Review access to the library for those who face usage obstacles, such as homebound patrons and homeless patrons
- Hire a part time professional social worker to provide information and referral services to community members

OUTCOMES MEASURED

- Number of community partnerships annually
- Number of entries on community calendar and groups posting on calendar
- Program attendance numbers
- Circulation statistics for foreign language materials
- Number of posts to community bulletin board
- Social media number of interactions/clicks/likes etc
- Number of sessions conducted with library social worker



Goal Four: Create Young Readers and Succeed in School



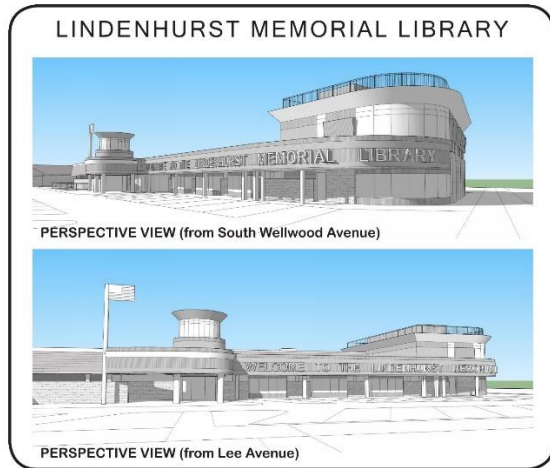
OBJECTIVES

- Create a partnership with the Library, local PTA units, and Pre-K program
- Provide services and materials to home day care providers
- Increase number of youth with library cards and circulation of youth materials
- Create early learning blog/video content for parents and caregivers
- Publicize Brainfuse and other digital resources at school forums
- Create a homework help resource page on our website
- Coordinate with school librarians to identify materials that support the school curriculum and provide classroom collections for teachers
- Provide tours of the library to classes, parents, and other groups
- Increase bibliographies on curriculum topics
- Creation of a Homework Help Club
- Increase outreach to local homeschooling community and provide classes on library resources available for their use
- Partner with local businesses and trades for adult education programs and career counseling/ mentorship program

OUTCOMES MEASURED

Number of outreach sessions to home daycare providers, schools, and Pre-K
Number of new partnerships created
Surveys returned from parents of children in home daycare
Library card registration annual numbers and program attendance numbers
Number of website views to bibliography resources
Number of bibliographies created and circulated
Number of classroom sets created
Program surveys (before and after)
Statistics on number of homeschoolers using the library onsite
Monthly statistics for Brainfuse and other databases
Surveys returned from local PTA units and Pre-K program

Goal Five: Visit a Comfortable Place



OBJECTIVES

- Renovate and repurpose existing library building to ensure the ability to accommodate to changing community needs
- Expansion of existing library building
- Create quiet areas and comfortable seating zones throughout the building
- Incorporating sustainable design into facility improvements
- Renovation of existing courtyard as a reading nook
- Provide ongoing customer service training for staff
- Provide access to a self-serve café
- Provide more outdoor seating in Courtyard and The Backyard
- Partner with local cultural organizations for art displays

OUTCOMES MEASURED

Before and after building interiors and exteriors
Door count numbers
Meeting room reservations
Café and vending machine sales
Energy usage (before and after renovation)
Usage of outdoor spaces
Number of displays and exhibits

Next Steps

The Library will work on implementing the goals and objectives outlined above over the next three year period, and will post updates to our website, informing the community of our progress towards achieving the goals and objectives outlined in this plan.



In Appreciation

The Library Board of Trustees thanks the volunteers who worked collaboratively with the Strategic Planning Committee on this document:

Strategic Planning Board Committee:

Chair Gabrielle Giacomazzo and Co-Chair Kenneth St. John

Library Patrons and Staff Members:

Sharon Badri-Persaud, Paula Bornstein, Monika Brusalis, Maria Cerini, Judith Gross, Crystal Hoffman, Andrea Malchiodi, Gloria Markowitz, Dawn Meyer, Jessica Newmark, and Janine Shepherd.

Library Board of Trustees

Jane Dietz, President
Lori-Ann Novello, Vice-President
Antoinette DeLuca, Secretary
Gabrielle Giacomazzo, Trustee
Kenneth St. John, Trustee

Lisa Kropp, Library Director

