



Farmingdale Public Library Strategic Plan 2018-2023



FARMINGDALE PUBLIC LIBRARY

2018 FARMINGDALE PUBLIC LIBRARY BOARD OF TRUSTEES

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A MESSAGE FROM THE BOARD OF TRUSTEES

The Board of Trustees of the Farmingdale Public Library realizes its great good fortune in having such a dedicated staff and devoted community volunteers. The Strategic Plan they prepared is the result of their hard work, far-sighted vision, and commitment to making the Farmingdale Public Library a true community center. This Plan will help us better meet the needs of the present and those of the future. Thank you for your hard work and enthusiasm.

*Behind Every Great Community
is a Great Library*

"I visited the Westbury Gardens with the member passes. I am so pleased to know that our wonderful library has such amazing opportunities and resources. The staff in all areas of the library are warm and friendly. Our library is a valuable resource in our community."
K. Cappadona

ACKNOWLEDGEMENTS

The Board of Trustees of the Farmingdale Public Library wishes to acknowledge the members of the Strategic Planning Committee for their enthusiasm for the strategic planning process and their ability to envision the future of their public library. We applaud their work in developing this plan to help guide the library through the next five years to provide outstanding services and programs to the Farmingdale community.

We also wish to thank the members of the community who contributed to the process by completing surveys, providing feedback, and speaking one-on-one with the library director.

This plan would not be possible without the informative input from the library staff who are on the front line of daily library operations and understand the needs of the public on a firsthand basis. Their dedication to providing excellent service will make the ideas in this plan a reality.

2018 STRATEGIC PLANNING COMMITTEE

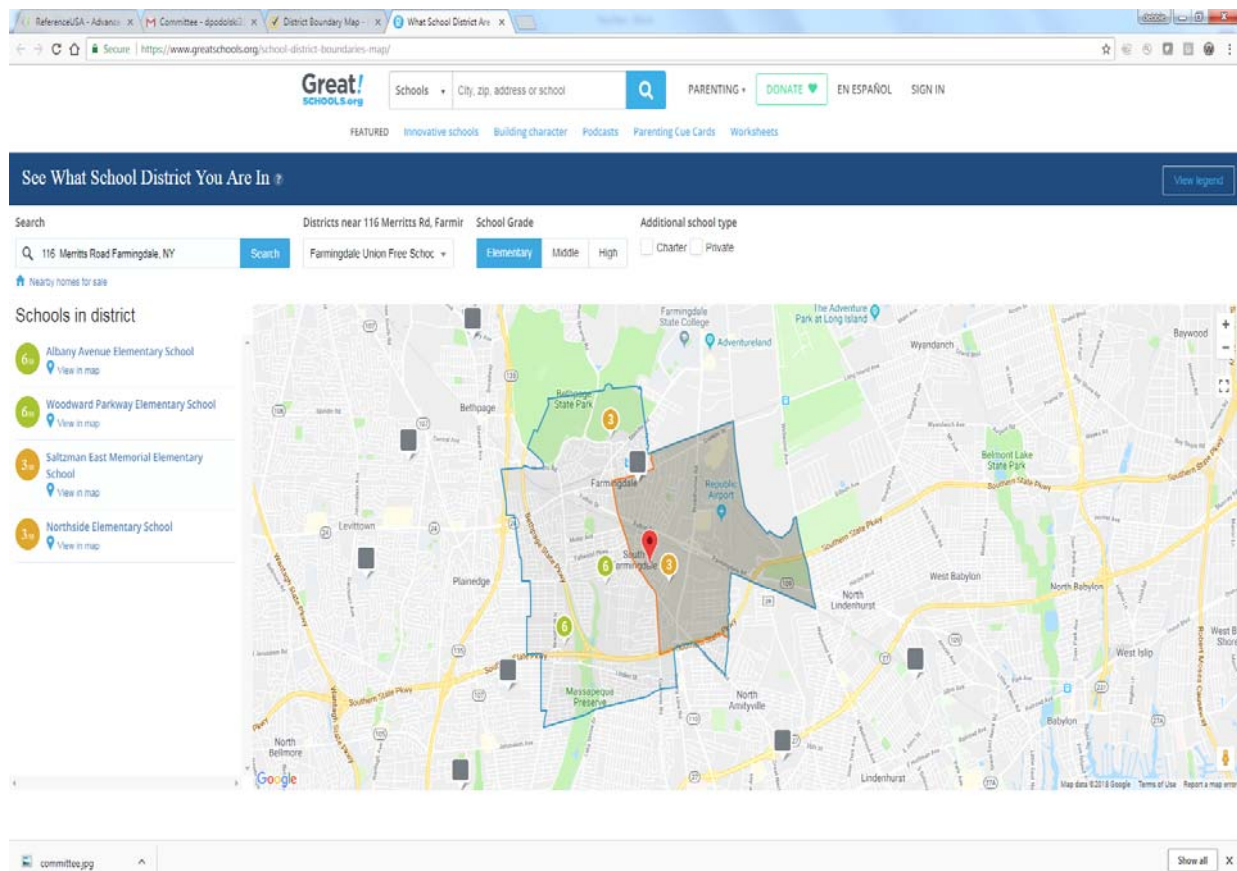
Glenn Berman, Community Member
Dana Castillo, Librarian – Head of Patron Services
Caryn Emde, Librarian – Adult Programming
Constance Fleming, Administrative Assistant
Corinne Hyams, Library Business Manager
Elena Jannello, Librarian – Youth Services
Natalie Korsavidis, Librarian – Local History
Christa Lucarelli, Assistant Director
Dolores Nicholes, Public Information Assistant
Deborah Podolski, Director
Karen Robinson, Community Member
Roslyn Salkind, Community Member
Stu Schaeffer, Librarian – Head of Reference Services
Rachel Taub, Librarian - AV
Laura Ulric, Board of Trustees representative

*"The Library continues to provide knowledgeable, courteous, and efficient service.
The classes offered are wonderful and greatly appreciated."
Y. Barnes*

FARMINGDALE INFORMATION AREA OF SERVICE

The Farmingdale Public Library serves residents in the Farmingdale Union Free School District #22. This includes all of zip code 11735 and part of zip codes 11762, 11758, and 11701. The district is located in the Town of Oyster Bay, the Town of Babylon, and in the counties of Nassau and Suffolk. Census data shows that the library district serves 39,909 residents.

Based on the crossover of locations, the demographic information provided below is based on the enrollment data for the Farmingdale UFSC #22 obtained from the New York State Department of Education website.





FARMINGDALE INFORMATION STUDENT ENROLLMENT DATA

Demographic information compares data for 2013, the first year data enrollment information was posted to the NYSED.gov website, with data from 2017 for the school district and Nassau County.

FARMINGDALE	2013	2017	+/-	NASSAU	2013	2017	+/-
White	72%	65%	-7%	White	56%	49%	-7%
Hispanic	17%	22%	+5%	Hispanic	19%	24%	+5%
African Am	6%	6%	0	African Am	13%	12%	-1%
Asian	5%	6%	+1%	Asian	11%	13%	+2%
Multiracial	1%	2%	+1%	Multiracial	1%	1%	0
ELL	3%	5%	+2%	ELL	6%	8%	+2%
Disabilities	13%	14%	+1%	Disabilities	12%	13%	+1%
Economically Disadvantaged	22%	29%	+7%	Economically Disadvantaged	24%	31%	+7%

This data shows that Farmingdale reflects similar trends that appear in the Nassau County data as far as a decrease in the White population, and the increase in Hispanic, Asian, English Language Learners (ELL), Students with Disabilities, and the Economically Disadvantaged populations. The African American population declined in Nassau County while staying the same in Farmingdale. The Multiracial population stayed the same in Nassau County while increasing slightly in Farmingdale.



CENSUS DATA – POPULATION AGE

The U. S. census data for 2016 shows that the library district includes a percentage of the population ages 65 and over similar to that of Nassau County and the Town of Oyster Bay. South Farmingdale shows a 2.2% lower percentage of the population ages 65 and over. Median resident age in the Village of Farmingdale is 47.3 years. The median resident age in South Farmingdale is 42.3. The median age for New York State is 38.4 years.

Welcome to the Farmingdale Public Library | Inbox (25) | dpopolst3... | U.S. Census Bureau QuickFacts |

Secure | https://www.census.gov/quickfacts/fact/table/nassaucountyny/oystertownnassaucountyny/massapequaparkvillagenyny/northmassapequacdpnyny/farmingdalevillagenyny/southfarmingdalecdpnyny/AGE775216... |

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What's New & FAQs

QuickFacts: Nassau County, New York; Oyster Bay town, Nassau County, New York; Massapequa Park village, New York; North Massapequa CDP, New York; Farmingdale village, New York; South Farmingdale CDP, New York

QuickFacts provides statistics for all states and counties, and for cities and towns with a population of 5,000 or more

Enter state, county, city, town, or zip code | Select a fact |

Table

All Topics	Nassau County, New York	Oyster Bay town, Nassau County, New York	Massapequa Park village, New York	North Massapequa CDP, New York	Farmingdale village, New York	South Farmingdale CDP, New York
Persons 65 years and over, percent	17.0%	17.0%	16.8%	16.0%	17.9%	14.8%
PEOPLE						
Population						
Population estimates, July 1, 2017, (V2017)	1,309,514	300,385	17,268	X	9,094	X
Population estimates, July 1, 2016, (V2016)	1,361,500	290,961	17,202	X	8,657	X
Population estimates base, April 1, 2010, (V2017)	1,339,866	293,358	17,000	X	8,207	X
Population estimates base, April 1, 2010, (V2016)	1,339,866	293,376	17,006	X	8,207	X
Population, percent change - April 1, 2010 (estimates base) to July 1, 2017, (V2017)	2.2%	2.4%	1.5%	X	10.8%	X
Population, percent change - April 1, 2010 (estimates base) to July 1, 2016, (V2016)	1.6%	1.9%	1.2%	X	7.9%	X
Population, Census, April 1, 2010	1,339,532	293,214	17,000	17,806	8,109	14,406
Age and Sex						
Persons under 5 years, percent	5.4%	4.7%	5.4%	6.6%	4.2%	4.7%
Persons under 18 years, percent	21.8%	21.6%	23.8%	22.4%	17.9%	22.6%
Persons 65 years and over, percent	17.0%	17.0%	16.8%	16.0%	17.9%	14.8%
Female persons, percent	51.4%	51.4%	51.7%	51.4%	52.5%	52.0%
Race and Hispanic Origin						
White alone, percent (a)	75.1%	63.3%	97.5%	95.3%	84.2%	88.1%
Black or African American alone, percent (a)	12.0%	2.4%	0.4%	1.0%	2.1%	2.9%
American Indian and Alaska Native alone, percent (a)	0.5%	0.1%	0.1%	0.0%	0.0%	0.0%
Asian alone, percent (a)	9.7%	10.4%	1.0%	2.4%	0.3%	5.3%
Hispanic or Latino alone, percent (a)	1.6%	1.6%	0.1%	0.1%	0.1%	0.1%

Is this page helpful? Yes No



CENSUS DATA – INCOME & POVERTY

The U.S. Census data shows that South Farmingdale (the largest population in the library district) has the highest percentage of the population in poverty in the library district which is equal to that in Nassau County (6.1%) but greater than in the Town of Oyster Bay by +2.3%. The Massapequa Park area has a significantly lower population in poverty than both Nassau County and the Town of Oyster Bay at 1.9%. North Massapequa has a population in poverty that is slightly under that in Nassau County at 5.1% but greater than that in the Town of Oyster Bay.

Welcome to the Farmingdale Library District Inbox (25) - dpo@fdlib.org U.S. Census Bureau QuickFacts							
https://www.census.gov/quickfacts/fact/table/nassaucountyny,oysterbaytownny,nassaucountyny,masapequavillageny,northmassapequacdpny,farmingdalevillageny,southfarmingdalecdpnyc/TNC110216#							
All Topics	Nassau County, New York	Oyster Bay town, Nassau County, New York	Massapequa Park village, New York	North Massapequa CDP, New York	Farmingdale village, New York	South Farmingdale CDP, New York	
Median household income (in 2016 dollars), 2012-2016	\$102,044	\$116,509	\$117,934	\$107,328	\$79,291	\$110,655	
	Δ 5.0%	Δ 4.3%	Δ 3.4%	Δ 3.3%	Δ 4.5%	Δ 4.0%	
Economy							
In civilian labor force, total, percent of population age 16 years+, 2012-2016	65.2%	64.8%	65.7%	66.0%	66.5%	67.0%	
In civilian labor force, female, percent of population age 16 years+, 2012-2016	59.3%	58.2%	61.7%	62.0%	54.2%	61.8%	
Total accommodation and food services sales, 2012 (\$1,000) (c)	2,930,830	629,723	25,136	0	0	0	
Total health care and social assistance receipts/revenue, 2012 (\$1,000) (c)	13,166,206	2,393,710	15,823	0	32,990	0	
Total manufacturers shipments, 2012 (\$1,000) (c)	5,196,696	2,631,897	533	0	0	0	
Total merchant wholesaler sales, 2012 (\$1,000) (c)	27,669,054	9,375,853	0	0	60,380	0	
Total retail sales, 2012 (\$1,000) (c)	24,105,610	4,572,350	91,675	0	113,057	0	
Total retail sales per capita, 2012 (c)	\$17,866	\$15,490	\$5,360	NA	\$13,739	NA	
Transportation							
Mean travel time to work (minutes), workers age 16 years+, 2012-2016	35.3	34.7	37.4	35.2	32.8	32.2	
Income & Poverty							
Median household income (in 2016 dollars), 2012-2016	\$102,044	\$116,509	\$117,934	\$107,328	\$79,291	\$110,655	
Per capita income in past 12 months (in 2016 dollars), 2012-2016	\$44,548	\$51,093	\$42,338	\$41,523	\$40,296	\$39,358	
Persons in poverty, percent	Δ 6.1%	Δ 3.8%	Δ 1.9%	Δ 5.1%	Δ 6.1%	Δ 3.8%	
BUSINESSES							
Businesses							
Total employer establishments, 2016	48,200	X	X	X	X	X	
Total employment, 2016	557,159	X	X	X	X	X	
Total annual payroll, 2016 (\$1,000)	29,786,577	X	X	X	X	X	
Total employment, percent change, 2015-2016	1.3%	X	X	X	X	X	
Total nonemployer establishments, 2015	136,547	X	X	X	X	X	
All firms, 2012	162,528	31,012	1,294	F	1,157	F	
Men-owned firms, 2012	100,751	19,702	858	F	790	F	
Women-owned firms, 2012	48,489	8,411	333	F	313	F	
Minority-owned firms, 2012	44,382	6,142	95	F	211	F	
Nonminority-owned firms, 2012	113,966	23,772	1,174	F	905	F	
Veteran-owned firms, 2012	11,775	2,336	82	F	63	F	
Nonveteran-owned firms, 2012	145,682	27,449	1,109	F	1,000	F	

Is this page helpful?
 Yes No



BRIEF HISTORY OF THE FARMINGDALE PUBLIC LIBRARY

On April 9, 1923, the Women's Club of Farmingdale, under the leadership of Abigail E. Leonard, invited all organizations in the community to send a representative to Jesse Merritt's house to form a library association. As a result of this meeting, the Farmingdale Free Library was created and received its charter from the University of the State of New York on September 20, 1923.

The Farmingdale Free Library was housed in the Kolkebeck House from January 19, 1924 until 1929 when it was demolished to build the Main Street School, now CVS (formerly Waldbaum's). The library was then moved into the school and combined with the school library.

The Library Trustees purchased a former bank building on the corner of Main and Conklin Streets and the new library opened its doors in 1959. Two years later, a branch in South Farmingdale was opened.

In 1990, Frank Manker of Manker's Quality Florist sold 4.1 acres of his property on Merritts Road to the Farmingdale Library Board for the construction of a new state-of-the-art library. In November 1994, the new 60,000 square foot library was completed. The South branch building was sold and is currently a CVS pharmacy. The Main Street branch building was sold to Lessing's Inc. in 1998 and was converted into a library-themed restaurant called The Library Café.

In 2010, the Library Board of Trustees renovated the interior space of the library building to accommodate the latest in technology, quiet study spaces, ADA restrooms, energy efficient lighting, a reading garden, comfortable seating, a teen area, and a larger children's library. The renovated main level of the library opened to the public in January of 2011. The lower level renovations that included new lighting was completed in April of 2011.

In February of 2012, the Library purchased Manker's Florist located at 120 Merritts Road adjacent to the library property. Beginning in 2013, plans were made to expand the parking lot to include the new space provided by the demolition of the Manker's shop. The parking lot project also reconfigured existing parking stalls and added new stalls by the Western section of the lot. More than fifty new parking stalls with increased handicapped stalls were added. The project was funded with a construction grant through the New York State Department of Library Development.

The winter weather of 2015 damaged the front steps making them unusable. Plans were made to replace the front steps, handicapped ramp, and sidewalks. A library construction grant application was filed and was awarded. The Board approved a contractor in late fall of 2015. The sidewalks, curbs, and handicapped ramp were completed by the end of 2015. The last part of the project, the replacement of the front steps, was completed by June of 2016. However, the condition of the front steps did not meet the specifications called for. The contractor failed to remediate the steps. The Board approved a local contractor to complete the job. The front steps were completed by the end June of 2018.

"As a School District #22 taxpayer, I would like to thank you for using my tax dollars to design and build this beautiful and functional building. Architecturally it is excellent. You combined the futuristic look with a friendly, accessible, and comfortable interior.

Thank you!"

J. Flores

SIGNIFICANT ACCOMPLISHMENTS

In 2017, the Library Director and Board reviewed the 2006-2010 Long Range Plan which included the foundation for a complete interior space renovation and the creation of a new building entrance facing the parking lot. All of which was completed in 2011. The renovation included creating more seating space, increased comfortable seating, a reading garden, a dedicated media space, new small meeting room, the enlargement of the Children's library, updated bathrooms, and new lighting in the meeting rooms. The Long Range Plan also called for the enhancement of existing library services, such as Reader's Advisory, adult reading/book clubs, more programming for boys, and intergenerational programs. In addition, more technology was installed including increasing the number of public access computers, obtaining iPads, self-checkout stations, a television, new copiers including a color copier, mobile copier, video streaming devices, a new telephone system, and digital signage.

Since the completion of the renovation, the Library had the opportunity to purchase an adjacent property, Manker's Florist, which totaled .49 acres. Although the Library had 150 existing parking spaces, there was always a shortage of parking spaces available. The ability to purchase the Manker's Florist property helped to solve this problem. The Board of Trustees approved the purchase in 2011 and the expansion of the parking lot was underway.

By 2015 and after a severe winter, the front steps crumbled making them unusable. The Board of Trustees began the process to accept proposals from contractors for the renovation of the front steps, ramp, and sidewalks. In the fall of 2016, the new steps, front pavers, and sidewalks were completed. However, due to the quality of some of the work, the steps needed remediation. By the end of June 2018, the steps were finally completed.



"I just want to let you know that your staff is so wonderful and accommodating. I moved to Farmingdale more than a year ago. I am an avid reader and I enjoy coming to the beautiful Farmingdale Public Library. The staff has gone out of their way to help me."
Rose E.

LIBRARY PROFILE 2016-2017 NEW YORK STATE ANNUAL REPORT

LIBRARY STATS

Service population - 39,909
Library building - 60,000 sq. ft.
Hours open per week - 68
Visits to the Library - 259,232
Visits to our website - 248,943
Tax levy amount - \$3,820,400
Residents with library cards - 23,538
Library Board of Trustees - 5
Monthly Board meetings per year - 11
and special meetings as necessary

EMPLOYEES

Full time equivalent employees - 29.5
Full time equivalent librarians - 13.5
Library Director - 1
Assistant Director - 1

COLLECTIONS

Items circulated - 264,944
Total holdings in collection - 216,169
Print materials in the collection - 115,468
eBook titles available to patrons - 68,314
Electronic materials - 78,847
Audio music CDs - 8,088
DVDs - 13,645

PROGRAMS

Adult/Young Adult program sessions scheduled - 1,035
Children's program sessions scheduled - 434
Children & Young Adults attended programs - 14,057
Total program attendance - 26,626

SERVICES

Reference questions answered - 23,048
Career Counseling appointments - 101
Questions answered by Senior Connections - 95
Literacy Nassau sessions - 129
Meetings of local community groups - 830

TECHNOLOGY

Rokus available to borrow - 7
Internet PCs/iPads available to the public - 44/5
Computer use by adults - 55,874
Computer/iPad use by young adults and children - 5,747
Max. download/upload speed - Greater than or equal to 6
mbps and less than 10 mbps





*Regarding the staff.
“They are all fantastic. So kind and courteous!”
U. Vobis*

STRATEGIC PLANNING PROCESS

It has been eight years since the interior renovation was completed and the goals and objectives of the 2006-2010 plan accomplished. However, library literature reveals that the role of the library in the community is constantly evolving. Library leaders across the country write about the change in library service from transactional where staff assist patrons in borrowing books to relational where patrons are looking at the library as a source for social engagement and learning. On a daily basis, our patrons tell us what they need by the questions they ask and the comments they make. In the fall of 2017, the Library Board of Trustees, aware of the needs of the community, approved the establishment of the new Strategic Planning Committee to develop a plan to guide the library for the next five years.

In the September/October 2017 newsletter, we asked the community to apply to be a member of the new Strategic Planning Committee to help shape the future of the library. Applications were available at the library in September and members were selected by December.

The committee selected three members of the community to serve on the library's Strategic Planning Committee - Roslyn Salkind, Glenn Berman, and Karen Robinson. All are library users, longstanding members of the community, and have many ideas for the future of the library.

There were on-going meetings with staff regarding strategic planning. These meetings allowed the staff to brainstorm ideas that were discussed during the planning process.

On January 31, Caroline Ashby, Assistant Director, and Nicole Scherer, Outreach Services Coordinator at the Nassau Library System facilitated the initial strategic planning discussions with all staff.

Caroline and Nicole engaged the staff in thought provoking exercises to determine the strengths, weaknesses, opportunities and threats (SWOT) of the Farmingdale community and the library. As a result, ideas emerged as to the library's needs. On February 7, the first meeting of the Strategic Planning Committee including the three community members and library board liaison, Laura Ulric, met with department heads and library service leaders to review and add to the ideas obtained at the previous meeting. On February 14, a general meeting with all staff took place to discuss the broad topics that surfaced from both meetings. Some needs that were discussed included increased seating, a cafe, skills for success programs, more technology, better signage, smaller work tables, increased large print materials, more bestsellers, more bilingual books, community outreach, walk-in programs, better marketing, charging stations, and programs to meet the needs of a diverse community.





The Committee met on March 7 to review these topics, categorize the ideas that emerged, and discuss methods to achieving these goals. Facility, Collection, Programs, Services for Success and Well-being, Community Involvement, and Technology emerged as areas to focus on. Activities for each area were discussed. On March 28, a general meeting with all staff was scheduled to review the main categories and have all staff provide input.

Many of the staff including those on the Strategic Planning Committee participated in the Virtual PLA Conference connecting to the live workshops held at the conference location in Philadelphia. Small groups gathered in the Conference Room, which created an informal setting and allowed for discussion of the conference topics. Many ideas that the Committee discussed were presented in workshops at the Virtual PLA Conference. Staff was engaged in lively discussions following each presentation.

The Member Library Directors Reinvention Committee produced a report, *The Future of Reference*, summarizing a survey of reference librarians and the work they do at the reference desk. The Farmingdale Library participated in the survey and many of our reference librarians attended the follow-up roundtable sessions to review the results of the survey. The survey results indicated that reference service has gone from research inquiries to largely transactional and directional questions such as checking shelves, registering patrons for programs, and helping patrons with copiers, fax machines, computers or answering simple questions. The report and roundtable sessions sparked some ideas as to other services reference librarians can provide the public using their skills and education.

The Strategic Planning Committee met on April 11 to review the draft plan and prioritize the activities stated in the plan. The director drafted a plan incorporating the themes from the Virtual PLA Conference and the results of the reference services survey.

The May 9 meeting, allowed the Committee to identify the activities that can be implemented immediately versus those that require a longer time to plan, additional staff, or increased funding. The Committee noted some of the activities that were not new and concluded that those activities were necessary to continue.

June 13, the Committee met to review the final draft of the plan that included information about the community, the library, the planning process and survey results. The Committee approved the final draft for the Library Board's review and adoption.



SURVEY RESULTS

In the October/November 2017 newsletter, a blurb mentioned that the library was conducting a user survey. Copies of the survey were available on the library's website, on social media, in the library at the circulation desk, reference desk, and children's desk. In addition, surveys were given to various community groups such as the Chamber of Commerce, the bus trip regulars, clubs like Triple P for special needs children, and other groups who are frequent users of the library especially senior citizens who come to the library weekly. Surveys were due back by Dec. 15. In addition, the library director scheduled one-on-one sessions with the public on various days and at different times during January. In-house surveys and those distributed to various groups were color-coded to provide more information about the respondent.

The Library received 273 surveys. Responses to the survey questions are below:

How often do you visit the library?

- Weekly – 189
- Monthly – 45
- Daily – 14
- 2 to 3 times per year – 12
- Rarely – 10

When do you visit the library?

- Weekday afternoons – 143
- Weekday evenings – 96
- Weekday mornings – 70
- Sundays – 41
- Saturdays – 38

Primary reasons for visiting the Library

- Check out print materials – 132
- Attend programs for adults – 115
- Check out DVDs – 79
- Attend programs for children – 50
- Use the library public spaces – 48
- Use library computers – 46
- Use electronic databases – 22
- Check out audiobooks – 20
- Use the library's WiFi – 16
- Use the downloadable books – 14
- Attend a book group – 13





When using the Library was your visit successful?

Did you get what you needed? Yes – 250, No 23. If No, why?

- I did not ask staff for help – 9
- Did not know where to find materials – 6
- Items not available at your library – 4
- Staff not helpful – 4
- Did not know how to use the technology (copiers, computers, online catalog) – 4.

Tell us about yourself:

- Senior group – 104
- Special needs group – 50
- Adult ages 56+ - 49
- Adult Ages 36-55 – 19
- No Answer – 18
- Bus trip group – 12
- Chamber members – 11
- Adult ages 21-35 – 9

Everyone goes through different experiences in life that change their focus and priorities. Your library could assist you by providing programs, materials, and information. In the next four years, do you anticipate coming to the library for information/resources on any of the following:

- Retirement – 89
- Family event/vacation – 48
- College planning/financing – 35
- Estate planning – 34
- Moving/buying a house – 17
- Caring for parents – 14
- Change in career/starting a business – 10
- Getting married/starting a family - 4

The survey included open-ended questions designed to allow patrons to offer comments. The responses have been categorized by topic.

Please describe what you enjoy most about the Farmingdale Public Library:

- Programs – 127
- Collections – 101
- Staff – 59
- Facility – 48
- Technology - 21
- Misc*. – 17 respondents said they liked everything!

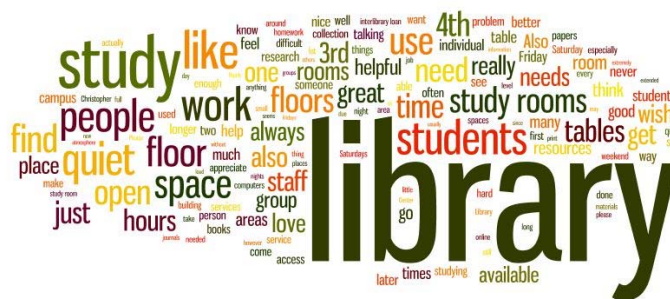
Respondents also wrote that they wanted more copies of new books and audiobooks, exercise classes especially for active seniors, and health related workshops. Specific suggestions for new programs included: Canasta, investment, Spanish language, Farmingdale history, empty nesters, hobbies, self-publishing, loss of spouse, cooking, and dancing.



LIBRARY MISSION

The Farmingdale Public Library, serving the residents of U.F.S.D. #22, has as its primary mission:

1. Enhancing the cultural, recreational, and educational needs of all the community by serving as a center for print and non-print materials;
2. Facilitating access to information and knowledge through cooperation with other libraries and educational institutions;
3. Providing meeting space for local groups and organizations interested in the cultural, recreational, and educational development of the citizens of the community.



STRATEGIC PLAN 2018-2023 PREFACE

While the purpose of the Strategic Plan is to identify activities to achieve objectives and goals, it is understood that some activities are already part of the Library's service plan. The Strategic Planning Committee recognizes them as valuable and recommends that they be continued. Other activities require additional staff, increased funding, and significant time to accomplish. The activities included in the Strategic Plan are listed in priority order. Activities listed first, have been identified by the Strategic Planning Committee as those for which the Library has the resources, has already implemented, can be accomplished immediately, or have been identified by the Strategic Planning Committee as needing immediate action regardless of the need for additional staff or funding.



COLLECTIONS

Goal: The Farmingdale community will benefit from library resources for reading, entertainment, research, information gathering, and lifelong learning.

Objective: The Library will provide materials in a variety of formats and languages to meet the needs of all patrons.

Activities: Staff will use collection development tools to gauge borrowing patterns to inform collection development purchasing.

- Train staff in the use of *Create List* and *Overdrive* report tools.
- Monitor circulation and reserve requests of print collections and digital collections.

Objective: Librarians will assist patrons in locating and evaluating information.

Activities: Ensure that patrons obtain speedy and accurate assistance.

- Librarians will monitor reference desk activity and call a colleague for assistance, when needed.
- Librarians will explain the steps of the search process to provide guidance to patrons for future follow-up self-directed searches.
- Patrons will leave the reference desk with their inquiries answered and/or with related information.
- Webliographies of popular topics will be available at service desks or posted on social media.

Objective: The Library will provide the resources they need to connect the past with the present through their family histories and the history of the community.

Activities: Provide access to genealogy databases and resources.

- Continue to develop the Local History department.
- Partner with the Farmindale Bethpage Historical Society and the Village of Farmingdale.



PROGRAMS

Goal: Farmingdale residents will benefit from engaging programs for learning, creating, and enjoying.

Objective: The Farmingdale Library will offer programs and workshops that meet the needs of all patrons.

Activities: Build a community of readers and support literacy.

- Create young readers through early literacy programs.
- Encourage adults to read by providing book clubs and summer reading club.
- Continue Readers' Advisory services.
- Establish genre circles to bring awareness to staff of various authors and blogs.

Activities: Provide programs for adults on Saturdays/Sundays.

- Schedule a Comic Con-type event.
- Schedule programs for the active adults, such as dance clubs.
- Encourage gaming to target millennial patrons.
- Provide viewing of big sporting, or international/national events.

Activities: Provide programs that recognize the community's ethnic diversity .

- Celebrate the community's diversity through programs such as an International Night.
- Schedule bilingual story times.
- Schedule programs to include diversity.
- Provide ELL programs.
- Offer foreign language classes for travelers.
- Install translation software.

Activities: Provide programs that support the needs of families.

- Schedule caregiver workshops.
- Offer walk-in programs that do not require registration.
- Schedule more unstructured /casual programs or clubs that meet regularly.



SERVICES FOR SUCCESS AND WELL-BEING

Goal: Farmingdale Library will respond promptly and creatively to address the community's service needs.

Objective: Adults, seniors, teens, and children will have the skills and resources they need to be successful in school and life.

Activities: Provide employment and job training skills for all ages.

- Increase hours for career-counseling services.
- Offer job preparation classes for senior citizens and adults re-entering the workforce or changing careers.

Activities: Provide services for senior citizens.

- Continue to offer Senior Connections.
- Prepare a list of volunteer opportunities for seniors citizens.
- Schedule programs for active seniors.
- Plan an annual health fair.

Activities: Provide services for students.

- Continue to subscribe to homework help databases and tools.
- Schedule testing review classes.
- Provide space for afterschool tutoring.
- Schedule life skills programs for teens.

Activities: Provide services for new immigrants.

- Continue to collaborate with Literacy Nassau.
- Connect volunteers proficient in foreign languages with patrons with limited English proficiency.

Activities: Provide Information and Referral Services.

- Assist patrons in finding community organizations and agencies to meet their needs.
- Hire a professional social worker to provide information and referral services.

"I'm 55 years old and have belonged to several libraries. This is the absolute best library in terms of being organized, clean, polite, and helpful. The staff is an absolute pleasure."
W. Brazina

COMMUNITY

Goal: Farmingdale residents will benefit from a library that works as an active part of the community.

Objective: The Library will be the central source for information about a wide variety of programs, services, and activities provided by community groups.

Activities: Connect with community organizations.

- Remain an active member of community organizations.
- Encourage community groups to meet at the Library.
- Investigate the use of a community calendar such as *Burbio* and encourage community organizations to use it.
- Develop cooperative activities with local schools and organizations.
- Provide business owners and nonprofit organizations with the resources they need to develop and maintain strong viable entities.

Objective: The Library will communicate with the community to increase awareness of library activities and to obtain feedback regarding patron needs.

Activities: Provide outreach services.

- Visit various community groups to obtain feedback and provide materials.
- Enhance the Library's outreach efforts to the residents of the new residential developments, nursing homes, and the homebound.

Activities: Enhance marketing of library services.

- Encourage staff, trustees, and patrons to be ambassadors throughout the community to inform residents of library services and programs.
- Encourage staff to cross-promote events.
- Use social media and print media to advertise library services and events.



TECHNOLOGY

Goal: The Library will strive to be innovative and to anticipate changes in technology that affect library services.

Objective: Residents will have access to state-of-the-art technology and high speed Internet and WiFi to take advantage of the resources and services available through the Internet.

Activities: Acquire, maintain, and keep technology up-to-date to provide access to resources.

- Install charging stations.
- Increase purchases of video game consoles.
- Increase the number of computers for teens.
- Provide self-service checkout and reserve pick up stations.

Objective: Staff will effectively assist patrons with their technology needs.

Activities: Provide access and opportunities for ongoing staff training.

- Provide staff access to webinars and/or workshops.
- Provide onsite instruction via a technology department.
- Obtain devices for staff to learn and practice.

Activities: Continue to instruct patrons on the use of devices and software.

- Identify exemplary self-directed software tutorials and databases.
- Have a help desk.
- Offer one-on-one instruction.
- Provide website translation into any language.





FACILITY

Goal: The Farmingdale community will benefit from an inviting environment for reading, reflection, research, and recreation.

Objective: The Library will have safe and welcoming physical places to sit, read, work quietly, and to interact with others.

Activities: Maintain a welcoming environment.

- Treat all patrons with respect and ensure that all policies are followed.
- Install universal signs and/or graphic signs.
- Establish a Welcome Desk to direct patrons to collections, programs and appropriate staff.

Activities: Maintain a level of service excellence.

- Cross train staff for efficient service delivery.
- Provide staff with ongoing customer service training.

Activities: Ensure safety and security.

- Additional parking lot lighting.
- Install security devices to protect staff and patrons.
- Increase the amount of hours security guards are onsite.

Activities: Provide functional and attractive interior spaces.

- Provide additional comfortable seating.
- Add smaller worktables.
- Increase quiet reading areas.
- Enlarge teen room.
- Provide a café or food counter.
- Install a sink in the meeting room for cooking and/or crafting workshops.

Activities: Provide functional and attractive exterior spaces.

- Create nature exhibits.
- Grow a vegetable garden.
- Create a sensory garden.
- Install garden signs.
- Provide seating in the garden.
- Install sculpture.
- Install built-in chess tables/shuffleboard.

Activities: Maintain facility.

- Custodial staff will continue to adhere to best cleaning practices.
- Repair and replace worn or broken equipment and furniture.



Farmingdale Public Library

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www.farmingdalelibrary.org

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