

2014



2019

LONG RANGE PLAN

Adopted February 19, 2014 by the Board of Trustees of the Middle Country Public Library

MISSION

Middle Country Public Library is a dynamic center for continuous learning that provides access to a wide range of programs and services, technology and resources to meet the needs of a diverse community. A skilled and enthusiastic staff, visionary leadership, outstanding facilities, and collaborative partnerships enable the Library to deliver comprehensive services for individuals and families, children, teens, seniors, and businesses. The Library enhances the quality of life, provides access to welcoming public spaces and serves as an anchor institution for the local community, supporting literacy and economic development, cultural enrichment, and family health and wellness, as well as the development of regional and national model services.

Middle Country Public Library



VISION

It is the vision of Middle Country Public Library to be a shining star; the hub of its community; a one-stop institution that addresses the cultural, learning, technological, social and civic needs of its citizens; a place of opportunity for both patrons and staff; exciting, innovative, easy to use, and welcoming; a model of library excellence; and a sought-after partner by other groups and organizations.

VALUES

Welcoming	We strive to provide an approachable, welcoming and friendly environment; respectful of patrons and colleagues; caring, compassionate, and non-judgmental.
Excellence	We aim to provide the highest quality customer service: accurate and reliable; responsive, patient and tolerant; flexible with a “can do” attitude; proactive rather than reactive; committed to going the extra mile and dedicated to excellence.
Professionalism	We endeavor to provide expert service, be informed about our profession; knowledgeable about library and other relevant issues and concerns; honest, ethical and trustworthy.
Dedication	We are dedicated to our jobs and the community; loyal, enthusiastic, involved, and hardworking.
Visionary	We intend to be dynamic, creative, inventive and always evolving; open to new ideas and thinking “out of the box.”
Diversity	We value diversity in all its forms, always striving to ensure equality, inclusiveness and tolerance and to reflect the diversity of our community.
Continuous Learning	We are committed to learning and to facilitating the learning of others and seek continuous improvement for the Library and ourselves.
Leadership	We embrace our role as leaders; developing replicable models; providing training and education opportunities; expanding the role of the Library through coalition building and networking activities.
Collaboration	We believe that partnering and collaboration are critical to maximizing resources and broadening the reach and breadth of the services the Library can provide.

OBJECTIVE: Assess facilities, buildings, systems, procedures, and internal and external spaces to enhance efficiency, safety, functionality and aesthetics and ensure that our facilities are barrier free.

Actions

Develop and implement emergency preparedness plan including: assessment of both buildings; emergency communication plan; assignment of roles and responsibilities; action plans for evacuation, intruders and shelter; implementation of Code Adam and safety drills.

Assess signage in both buildings in order to better direct patrons to collections and spaces.

Provide increased access to support patron technology usage in the Library by installing charging stations, more outlets, etc.

Become more environmentally conscious by exploring alternative energy sources, more efficient recycling methods and energy conservation.

Implement instant messaging system for staff at all computers and service desks.

Investigate new methods for distributing equipment for patron use.

Centereach:

Redesign Adult, Miller Business and Youth Services reference desks and staffing configurations at Centereach for improved access and increased efficiency for customer service.

Increase the number of public access catalog stations to ensure easy patron access.

Renovate the Heritage Area to better accommodate use of resources and genealogy services, to showcase collection and to create an inviting space.

Create a program space in Adult Services that is more conducive to medium sized programs.

Selden:

Redesign the entryway to better define the main entrance and lobby to ensure patron safety and building management.

Evaluate lighting in the entire building.

Explore the possibility of adding a drive-up return at Selden, so that both buildings offer patrons the ability to return materials at any time.

Conduct a space study of storage and basement areas to streamline and maximize use of space in both buildings.

Investigate the possibility of a dishwasher in both buildings to sterilize toys used in programs and on the public floor.

Evaluate existing DVD shelving in Adult Services in order to make it neater and more browsable.

Evaluate collections and space in Underground, Club 5-6-7 and Teen Resource Center.

Continue to investigate new ways to streamline the Library's material ordering, cataloging and processing workflows, to optimize staff efficiency and to get materials into the hands of patrons as quickly as possible.

Evaluate existing quiet study area to better meet the needs of the Library and patrons.

Establish proper media and AV equipment storage for security and ease of use by library employees.

Evaluate lighting in the Young Adult Program Room and in the Children's Department in Centereach.

Increase accessibility of drop-in space in the Teen Resource Center at Selden; redesign collection space on Selden floor and incorporate an additional exit door in the Teen Resource Center.

Assess the large meeting room, storage areas and security throughout the building.

OBJECTIVE: Explore innovative ways to provide quality services as needs and technologies change while maintaining an extensive array of cultural, educational, recreational resources, services and programs.

Actions

Expand software offerings on the public access computer stations, perhaps by adding specific stations for higher-end graphic design or video editing.

Create online tutorials for e-downloads, databases and other library services.

Re-evaluate public fax and scanner capabilities and needs.

Distribute surveys to Adult program attendees to assist in the development of future programming.

Investigate additional sources of e-downloadable books, movies and music for library patrons.

2-1-1 Long Island Database:

Develop and provide agency specific trainings.

Create online tutorials on searching the database.

Create Developmental Disabilities Quick Search.

Create Disaster Response template for use during and after major events.

Adult Literacy & Learning:

Assess community demographics to determine future literacy programming needs.

Re-evaluate the languages comprising the Multi-Lingual Collection to better reflect the current needs of the community.

Foster collaborative efforts between the Adult and Youth Services Departments to support family literacy.

Find additional resources for ordering books/media in other languages.

Incorporate resources such as "Language Line" and "I Speak Cards" to provide additional support and foster relations with non-English speaking patrons.

Offer drop-in programs and activities for the children and families of the ESOL students.

Boomers & Seniors:

Explore new strategies for attracting Boomers and Seniors.

Using circulation statistics and browsing behavior, evaluate and determine whether the "WISE" collection remains relevant for the Boomer/Senior population.

Determine whether the "WISE" collection should be maintained at current levels, reduced or reabsorbed into the general collection.

Increase space for large print collection.

Using program attendance statistics and feedback from participants, evaluate whether current programming meets the needs of Boomers and Seniors, then adjust as indicated.

Business Community:

Create a business technology lab that includes specialized hardware and software not readily available to small business owners and entrepreneurs. Tools could include multimedia and digital publishing, large-format imaging and scanner.

Diversify technology programs geared toward small businesses, entrepreneurs and job-seekers who have limited access to other educational opportunities.

Relaunch Miller Center podcast to include more participation from local businesses.

Create online tutorial for Miller databases available on the website and YouTube.

Survey Miller Center patrons to determine the current needs of the business community.

School Age:

Continue to offer exhibits in the Museum Corner that clearly support the local schools' curriculum, thus offering teachers and students a hands-on approach to learning.

Continue to collaborate with local museums and educators to offer programming and installations for the Museum Corner.

Develop and update Museum Corner and Nature Explorium websites.

Support the *Maker* movement for school age children to encourage creativity, innovation and critical thinking through hands-on activities and workshops.

Continue to develop programs and resources that foster social and emotional skills, for ex. "Mutt Club."

Innovative Services -School Age continued

Assess computer technology based offerings and expand them to include a broader audience and age group.

Increase awareness of school visit opportunities and promote library services to teachers and students.

Increase awareness of and explore new ways for the Family Center social worker to support families in the Library.

Expand and refine community service programs by focusing on the needs of the community. Continue offering peer-to-peer learning opportunities through the Buddy programs, Homework Pals, and more.

Offer more drop-in programs to create a welcoming atmosphere and foster a sense of ownership among teens in the library spaces. Enhance Club 5-6-7 with increased drop-in activities, board games and media console.

Support the *Maker* movement for teens to encourage creativity, innovation and critical thinking through hands-on activities and workshops.

Assess services and programs for children with special needs and homeschooling families.

Organize and host a fair for children and families with special needs.

Continue to offer collaborative programming around the CMOM curriculum for *Eat, Play, Grow*.

Re-evaluate and vary programming and services for young children (birth-5 years) and their parents/caregivers.

OBJECTIVE: Identify new methods to reach special and underserved audiences and age groups as well as diverse populations.

Create outreach strategies and identify local community settings frequented by underserved populations to connect with patrons in need of library services and resources.

Develop welcome packets in different languages to be given to new patrons at the Customer Service Desk.

Organize annual library "open house" events to familiarize patrons with library services, programs and resources.

Target "new adults" with innovative and technology driven programs.

Work in partnership with the school district to identify and reach homeschoolers, children with special needs and low income individuals.

Continue to evaluate and expand the Museum Pass service to enable the community to more easily patronize area museums and historical societies.

Re-evaluate and vary school age programming for children in kindergarten through fifth grade including programs for the Museum Corner exhibits and the Nature Explorium.

Teens:

Continue to offer STEAM-related opportunities for teens through programming and field trips.

Re-evaluate existing technology in the spaces, and incorporate new technology and social media practices.

Offer more programming in the Underground space at Centereach.

Assess teen collections to better align our services with the latest school curriculum.

Young Children and Families:

Continue to provide circulating toy collection and expand its use and offerings.

Evaluate the Clearinghouse Collection.

Encourage participation of parenting programs by sending flyers to local social service partners, businesses, schools and other groups that serve parents.

Actions

Empower teens by working closely with teen volunteer groups and clubs to create more teen-driven library opportunities.

Install a suggestion box in the teen spaces at both Centereach and Selden buildings to encourage teens to share their ideas and thoughts about programs and services.

Facilitate focus groups and develop surveys to determine if we are meeting the needs of our youth services population and how we can enhance our services.

Increase services that meet the needs of families and caregivers by offering more evening and weekend programs for young children and continue to provide outreach services to family home child care providers and to families that cannot get to the library.

OBJECTIVE: Identify new and streamline current methods for promoting services, resources and programs by maintaining a continuous dialogue with patrons to learn about their needs, expectations and satisfaction with the library.

Actions

Promote library services and resources by identifying local community settings frequented by residents to create awareness. For example, information tables can be displayed at shopping centers, sporting events, local fairs.

Develop Welcome packet to introduce new patrons to library programs, resources and policies.

Increase use of social media to promote library services, programs and resources.

Include tagline promoting library services and programs through patron email notifications and customer service receipts.

Develop marketing team to streamline process and identify and organize promotion of library events, programs and services in various media outlets.

Connect with patrons through new and innovative social media platforms in order to promote library services and programs.

Develop a survey to assess patron satisfaction and feedback with current programs and to gauge interest on future program ideas.

Create a Youth Services calendar of events with drop-in activities in the Centereach and Selden teen spaces.

Develop a mobile app to meet the technology needs of patrons.

Increase traffic to the Miller Center website by introducing more dynamic and original content by including staff book picks and reviews, database tutorials and success stories.

OBJECTIVE: Maintain sound fiscal and personnel policies, practices and procedures that address the current and future needs of the library.

Actions

Continue to work with internal and external auditors to improve business and payroll procedures.

Evaluate and improve internal records management.

Reorganize office files to accommodate storage and usage needs.

Strengthen procedures related to employee timecards and streamline the payroll process by creating a communication mechanism to remind employees to complete their timecards, submit exception sheets when necessary, etc.

Add a *FAQ* link on the Intranet with commonly asked questions pertaining to payroll and/or business procedures for all staff.

Develop a more efficient and user-friendly counseling memo to improve consistency and increase timeliness.

Evaluate hiring procedure and inter-departmental communication during the process.

Transition to the web based Attendance Enterprise system, including a module for online scheduling of staff.

OBJECTIVE: Maximize the potential of each employee by providing development, training and promotion opportunities, fostering teamwork, increasing communication, and responding to employee input, needs and morale.

Actions

Hold interdepartmental meetings to ensure that everyone is informed of policies and procedures.

Ensure that staff is aware of and sensitive to the changing demographics of our community, to be sensitive to cultural differences, and to be aware of their own cultural biases.

Provide training for all employees on teambuilding, supervisory skills and other timely topics.

Cross-train customer service and public service clerks to be able to cover all public service desks.

Identify a mechanism for employees to share ideas, needs and concerns.

Offer continuous customer service training for all new employees and refresher training for existing employees.

Maximize Potential continued

Provide training to employees on new technology and equipment available for public use.

Identify online tutorials and resources for staff training targeting human resources topics, computer hardware, software applications, etc.

Offer more training on working with the teen population, online webinars and other professional development tools to full-time and part-time staff.

OBJECTIVE: Explore new business and public service systems that use technology to provide easier access to resources, integrate time saving services within the library, and enhance workplace effectiveness.

Actions

Update Program Registration Management System (PRMS) to meet the current needs of the staff, to allow for ease of use and to include room booking features.

Transfer paper program registration folders to an electronic format.

Explore electronic patron sign-in for programs.

OBJECTIVE: Build collaborative services in partnership with businesses, educational and cultural institutions, professional organizations, and community agencies.

Actions

Seek new collaborative opportunities to broaden library services.

Develop partnerships with local technology companies in order to provide learning and collaborative opportunities for small businesses.

Continue the Miller Center's collaborative work with Small Business Development Centers, Stony Brook University College of Business and Center for Corporate Education, Town of Brookhaven, Hauppauge Industrial Association, Community Development Corporation of LI, local Chambers of Commerce and Suffolk County Department of Labor.

Cultivate relationships with business organizations and associations such as the Suffolk IDA and Association for Fund Raising Professionals of LI to expand the Miller Center's network.

Further develop collaborative relationships with a variety of business and women's organizations in order to increase participation on Women's EXPO planning committee.

Continue to hold monthly full-time departmental meetings and additional meetings inclusive of the part-time staff to discuss timely issues.

Create a monthly staff newsletter to better communicate departmental information, initiatives, programs, etc.

Create electronic sign-in for out-of-district computer users in order to track use more accurately.

Evaluate reservation system for Museum Pass service and choose a provider that best meets the needs of patrons and staff.

Expand adult learning services in partnership with other literacy organizations.

Work collaboratively with the Middle Country School District to better align the library's services with the latest school curriculum.

Continue regional and national leadership work in collaboration with the National Association of Mothers' Centers, the Parent Child Home Program, Early Years Institute and other regional and national organizations.

Sustain the library based family center in partnership with Family Service League and other family serving organizations.

Increase outreach in the schools and the community to promote all components of youth services such as programming, online resources, summer reading clubs and community service opportunities.

Continue collaborative efforts relating to outdoor learning environments with educators and other organizations.

OBJECTIVE: Build the capacity and increase the visibility of the Foundation and Friends.

Actions

Friends of MCPL:

Continue to support library programs and initiatives, services and staff recognition events.

Continue to support and market the annual library budget vote.

Re-assess the production and distribution of the Friends' newsletter.

Review By-Laws and Executive Board structure.

Evaluate alternative fundraising methods including book sales, garage sale and various membership drives each year.

MCL Foundation:

Strengthen internal support functions to increase revenues and streamline business operations.

Continue to fundraise for the Annual Campaign, Endowment Funds, Distinguished Speakers Series, Women's EXPO, Strictly Business Tradeshow and A Night at the Library.

Increase diversity of representation on the Board of Trustees.

Annual review of board participation on various Foundation committees.

Implement major gifts and planned giving campaign.

Develop a checklist to assist with funder recognition.

OBJECTIVE: Sustain and grow regional and national projects that receive outside funding and that maximize value to the local community.

Actions

Seek external funding to support the major initiatives of the Foundation:

2-1-1 Long Island Database:

Continue to promote and inform elected officials and government agencies of the importance of the 2-1-1 Long Island Database to the residents of Long Island and their constituents.

Sustain compliance with AIRS database certification standards and requirements.

Family Place Libraries:

Increase skills of Family Place team to maximize use of social media and technology including the potential for virtual site visits.

Increase the Family Place network by 20%.

Update and revise the Parent Child Workshop book.

Promote Family Place at a minimum of 6-10 regional and national conferences.

Identify and develop County of Los Angeles staff as trainers for the Family Place Training Institutes offered at the west coast training center.

Develop and implement the *Books Can* program at Middle Country and introduce it to four Family Place Long Island sites.

Complete the Family Place Marketing Toolkit.

Expand our national and regional collaborations.

Develop a succession plan for the administration of the national Family Place model.

Complete the Family Place Training Institute curriculum.

Sustain and Grow continued

Assess business programs offered for timeliness; update and refine marketing materials.

Conduct focus groups to help determine the future direction of the Miller Business Center.

Miller Center:

Create a new revenue generating Miller Center training series geared toward middle management for small businesses and not-for-profits in collaboration with experts in the fields of project management, human resources and sales.

Continue to identify and develop business research skills of adult librarians.

MIDDLE COUNTRY PUBLIC LIBRARY



**101 EASTWOOD BOULEVARD
CENTEREACH**

**575 MIDDLE COUNTRY ROAD
SELDEN**

