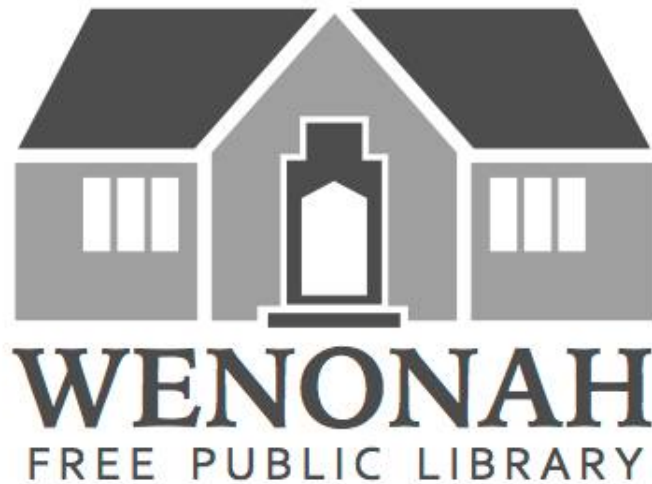


Wenonah Free Public Library

Strategic Plan

2026-2030



Approved February 2026

Executive Summary

While the traditional role of providing books and information will always remain, libraries should grow and evolve as their community changes. Based on the input from many community groups, this Strategic Plan recommends the following three priority focus areas:

1. Communication, explaining, and broadcasting information

Not all residents use the same sources for information, so it is important to have a variety of communication tools that provide a varied level of detail about the library services.

2. Community engagement and being a hub for connecting groups

Be the center of the Wenonah community to facilitate interactions among community groups, promote broader community engagement, and become the “matchmaker” of Wenonah individuals and groups.

3. Property management and programing

Engaging more residents more often while also planning future maintenance and changes to the almost 100 year old building, without impacting the building footprint, will require implementation of creative new ideas and initiatives.

An important next step is to develop and implement a communication plan for this strategy to overcome the current limited community understanding and appreciation of available library services. Each year the Board of Trustees should develop an action plan using this Strategic Plan for guidance to advance the Wenonah community’s utilization and appreciation of the library.

This document was approved by the Library Board in February, 2026.

Table of Contents

Executive Summary	1
Table of Contents	2
Mission & Vision	3
Letter from the President	4
Background on Wenonah and the Public Library	5
Strategic Plan Development	6
Priority Areas, Goals, and Considerations	7
Plan Communication and Evaluation	10
Acknowledgements	11
Appendix A: Profile of Municipality	13
Appendix B: Background and Analysis of Current Situation and Library Profile	14
Appendix C: Planning Process	16
Appendix D: Library Strategic Plan Community Group Interview Results - Sticky Notes	19
Appendix E: Prior (unfinished/unpublished) Strategic Plan	26

Mission and Vision

The mission of the Wenonah Free Public Library is to provide quality materials and services that fulfill educational, informational, cultural, and recreational needs of the entire community in an atmosphere that is welcoming, respectful and businesslike.

The vision of the Wenonah Free Public Library is to be the go-to place for information. The library will be the hub residents use to find what they need, from traditional books and reference materials to computer access and borough information such as Wenonah club news, events and broader social services. The library will foster a community where residents are informed and connected.

Letter from the President

January, 2026

To the residents of Wenonah,

Strategic plans help organizations such as Wenonah Library improve and focus on objectives that stakeholders – Wenonah residents, community groups, educators, and government leaders – consider important and beneficial.

Over the years, the definition of a library has changed from a building that houses books to a place that offers a wide variety of services and often functions as the center of a community. Like other libraries, Wenonah Library has seen its purpose evolve over its long history.

As we developed our latest strategic plan, the Library Board and I had the pleasure of meeting with many Wenonah social and civic groups to learn about their experiences with the library and to ask how the library may better serve them.

Through guided discussions with these groups of residents, we learned a lot about what Wenonah wants. People expressed a need for increased knowledge about the library's offerings and about town events and activities. They asked that the library try to fulfill these needs. I am confident in saying we have heard them and have responded with a clear vision for the library's near future. The following Wenonah Library 2026 Strategic Plan details key priorities and goals that will move the library toward this vision.

I invite you to review this strategic plan and share your thoughts. Our Board members, Library Director, and the library staff are always happy to hear from library patrons. And please, come visit the library. It really is one of the things that makes Wenonah special.

Sincerely,

Linda S. Helmbrecht

Wenonah Free Library Board President

Background

Municipality

(A detailed profile of the Borough of Wenonah can be found in Appendix A)

The Borough of Wenonah, founded in 1871 and established as a Borough in 1883, is a residential community with a 2020 population of [approximately 2,300](#). It is governed by a mayor and six borough councilors. The Borough of Wenonah relies heavily on volunteers for many activities that enhance the daily life of the residents.

Wenonah Library

(A detailed profile of the Wenonah Library can be found in Appendix B)

The Wenonah library was originally formed in 1900, becoming the Wenonah Free Public Library in 1914, a public entity to be supported in part by Borough of Wenonah taxes. The current building was erected in 1927 and is valued by its citizens for its charm and character.

The building consists of two floors, with collections housed on each. The library is a Wi-Fi hot spot, providing community internet access via their personal devices, or available public use computers. The library is operated by a part-time director and four (4) part-time staff members. It is open six days a week, for a total of 44 hours. The library is 100% funded by Borough appropriations as mandated by state library law. The library is governed by a board consisting of seven members; including the mayor (or their representative), chief school administrator (or their representative) and five citizens appointed by the mayor.

The library has a strong community connection and provides a central source of information to all residents. A variety of programs are offered that cater to all ages, for example: story time for children ages 0-4; Lego club for elementary students; SAT preparation for high school students; and Computer Basics for older adults. The Friends of Wenonah Library (F.O.W. L) group assists with keeping the library collection well organized and up to date and helps with planning creative programming. In 2025, the library had over 7,000 patron visits, circulated over 4,500 physical items (books, CDs, videos), and facilitated over 2,000 digital uses. *(Source: Wenonah Library Director Report to Board, December 2025)*

Strategic Plan Development

(A detailed description of the process used to develop this Strategic Plan can be found in Appendix C)

Major elements of the process to develop this Strategic Plan are based on the New Jersey Library Trustee Association webinar series: **Community Focused Strategic Planning**, modified to meet the needs of this community.

There were five major steps:

1. Identifying Community Needs Through Engagement with Community Groups

Discussions were held with twelve separate community groups with conversations centered around the question:

What do you see are the needs of the community?

2. Use Affinity Mapping to Identify Themes

Feedback from the community group discussions was converted into bite size pieces of information, generating 215 data points, all of which can be found in Appendix D. Affinity mapping was used to group these data points into broader categories, and then those categories into general themes.

3. Identifying Community Needs That The Library Could/Should Help to Address

In keeping with the “open mind” philosophy of the community discussions and after identifying the themes, the board assessed which of those needs the library could or should play a role in addressing. The board understood that the library by itself may not be able to fully address these needs, but it may be able to play an enabling role and that a realistic evaluation of future resources may limit future strategies.

4. Re-evaluation of the Library Mission/Vision and Priorities

In light of the community-focussed possible roles of the library, the board re-evaluated the Mission and Vision of the library to assure the identified possible roles of the library either were consistent with the existing Mission and Vision, or if a broadening or refocussing was appropriate. A re-evaluation of the priorities of the library was important based on the fiscal limitations of the library. It would not have been prudent to broaden the role of the library into areas for which funding was insufficient. This discussion also included assessment of the priorities and plans laid out in the uncompleted 2019-22 Strategic Plan (Appendix E) for continued relevance and importance, and harmonization of those with the newly identified themes.

5. Strategic Plan Development

Consensus from the discussions above led to the creation of the priority areas and goals described in the next section.

Priority Areas, Goals, and Considerations

Priority Areas and Goals

Early in 2025, a broad cross-section of residents provided valuable insights into how the library can serve the community. With this input, three priority areas were identified.

Priority Areas

1. Communication / Explaining / Broadcasting information:

Residents are more likely to utilize the library's services when they know what is available and how to use it. Not all residents use the same sources for information so it is important to have a variety of communication tools that provide a varied level of detail about the library services. Addressing this priority area could include improvements to the website, increased use of videos and other resources such as YouTube to explain services.

2. Community Engagement / Connecting groups Hub

Resident groups want a hub where they can connect with other groups and engage with others in Wenonah. Addressing this priority area could include providing both programming for in-person interactions as well as delivering virtual interactions between and among community groups and residents.

3. Property Management / Programing

While the physical space at the library has size limitations, it is a priority to find ways to engage more residents more often. Addressing this priority area could include revising hours and staffing, and continuing the current popular programs while offering more activities. All while continuing plans for maintaining and improving the building and property.

Goals

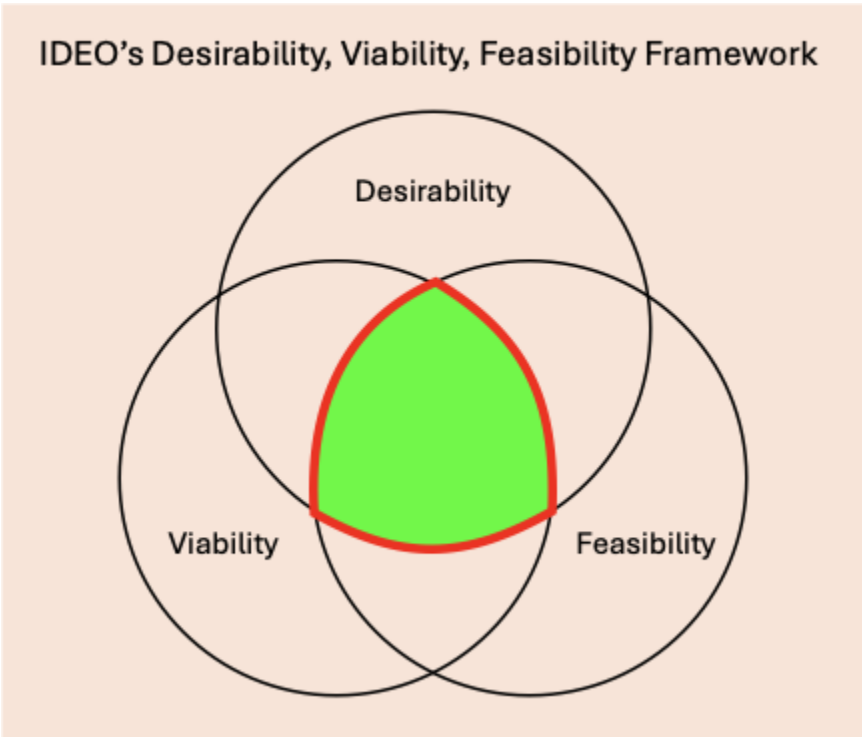
Addressing the Priority Areas will lead to meeting the following strategic goals:

- Evolve the Library to be an information hub for the Wenonah community
- Engage more residents with clear explanations and understanding of all library offerings
- Continue to maintain and improve the library and grounds to meet resident interests in having both an iconic library setting and a location for meetings and interactions.
- Continue and expand library programming to meet broad community interest.

Considerations

The prior Strategic Plan focused on updating technology to better serve the community. With those goals met, this Strategic Plan looks to build on what was accomplished in technology to engage more residents in the library by expanding the services and programs currently provided. The community needs were clear from the resident interviews conducted as summarized in the Priority Areas. Looking back on the prior Strategic Plan (draft dated 2020-2023 Appendix E) the community survey found that many residents wanted additional programming and additional hours at the library. The onset of Covid while that Strategy Plan was being developed understandably inhibited Board efforts in those areas.

Addressing the Priority Areas and meeting the goals in the next five years may be challenging. The challenges for setting annual Action Plans and implementing changes to meet the Goals can be considered and balanced through the lens of the Desirability Feasibility Viability (DVF) Framework, developed by IDEO in the 1990's.



The benefit of understanding challenges using the DVF Framework is that both the causes and the potential solutions are easier to identify, understand, and explore when they are defined and organized. For example, if the budget is particularly tight in one year, the Board may want to look at addressing a Priority Area where Viability (i.e. funding) is less of a challenge. If Viability is an issue for all priority areas, then the Board may want to look at fund-raising to support specific projects. Having a common language and framework, like the DVF Framework,

will help the Board with Action Planning each year, as well as measuring outcomes and success of each annual Action Plan.

The first step in addressing challenges will be defining the challenge. By utilizing the DVF framework, the Board will be able to define challenges which will lead to better understanding how best to meet the challenge and address the Priority Areas. Understanding each challenge can start with asking several questions, including:

- **Desirability: What is the unmet consumer or customer need?** For each goal, how interested are various stakeholders in addressing that goal? Is there agreement across the staff, board, and the wide range of community members that this goal is beneficial and addresses an unmet need in Wenonah? Or is it an unmet need for a smaller set of residents? Is more research needed to identify the residents or define the need?
- **Feasibility: Systems, staff, building, grounds, and technology.** Is the technology available to achieve the goal? Is the staff available and able to work the hours needed for new programs and services? What are the roadblocks limiting community members from utilizing the services and programs? Can supporting groups such as Friends of the Wenonah Library sustain the program or service? How might we utilize the square footage available in the building to meet the needs and interests of the community?
- **Viability: Cost, competition, regulatory, legal considerations.** Are there budget or legal constraints? Are new programs or other enhancements sustainable financially? What is required to meet state regulations?

Achieving each Strategic Goal will be a journey over the next few years, with some goals needing more time to assess and address. Good interaction among the Municipal government, the board and library staff are critical to assuring the messages to the residents are clear. Each year the board will need to develop an Action Plan that addresses the goals in an orderly manner and with reasonable timelines, leaving the needed time to work with key stakeholder groups to make the plan achievable.

Plan Communication and Evaluation

Once the Strategic Plan is approved by the Board, a summary of the plan will be shared with:

- the Municipal Administrator and the Mayor
- The Wenonah School Administrator

Additional discussions and presentations will be considered based on interest from these groups.

A separate summary geared towards the broader Wenonah community will be created and shared with the community:

- In the quarterly newsletter distributed by the Borough
- As a new tab on the Wenonah Library website
- Via social media

All groups who participated in the focus groups in February 2025 will receive an email thanking them for their participation along with the summary for the community.

To achieve the Goals in this Strategic Plan, the Board will develop annual Action Plans. Each Plan will include measures of success. These measures of success may include new benefits from a prior year's action, or measures for new actions that may need more than one year of monitoring.

Acknowledgements:

The Board wishes to thank everyone who contributed to this Strategy, including:

- Community groups who participated in the February, 2025 discussions
- Friends of Wenonah Library
- Library Director
- Library staff

APPENDICES:

Appendix A: Profile of Municipality	13
Appendix B: Background and Analysis of Current Situation and Library Profile	14
Appendix C: Planning Process	16
Appendix D: Library Strategic Plan Community Group Interview Results - Sticky Notes	19
Appendix E: Prior (unfinished/unpublished) Strategic Plan	26

Appendix A: Profile of Municipality

The Borough of Wenonah is a 1.0 square mile community approximately 10 miles south of Philadelphia. Wenonah was founded in 1871 and established as a Borough in 1883.

Throughout its history, Wenonah has been primarily a residential area. According to the [Wenonah Environmental Commission](#), the Borough has a large protected conservation area with over six miles of hiking trails threaded around lakes and alongside waterways.

[DataUSA reports](#) that in 2023 Wenonah's total population was about 2,250. The median age of residents is 40.7 years of age, with the majority of residents being white, US citizens. The median household income was \$130,473. Over 90% of the housing units were occupied by the owners.

The Borough of Wenonah is governed by a Mayor and six Borough Council Members. The Mayor is elected at large and serves a term of four years and until their successor shall have qualified. These positions are voluntary. Tax funded departments include administrative staff, department of Public Works, state mandated support of the municipal public library, fire services, and voter approved educational funding for the local Pre-K to grade 6 elementary school and the grade 7-12 regional school system. Shared service agreements are in place for police, emergency medical, and trash removal services.

The Borough of Wenonah relies heavily on volunteers for many activities that enhance the daily life of the residents. There are two Borough managed Commissions that contribute to the management of natural resources: the Environmental Commission and the Shade Tree Commission. Civic groups including the Lions Club of Wenonah, Home & School Association of Wenonah, Wenonah Athletic Association, Wenonah Lake Association, Native Plant Club, Friends of Wenonah Library, American Legion, Wenonah Equality, Girl Scouts, and Woman's Club contribute to the engagement and welfare of our citizens.

Appendix B: Profile of Library

The [library](#) is governed by a library board consisting of seven members; including the mayor (or their representative), chief school administrator (or their representative) and five citizens appointed by the mayor. Currently, the library is open 44 hours per week and operated by a part-time director and four (4) part-time staff members. The hours of operation are Monday, Tuesday and Thursday 1-9pm, Wednesday 9am-9pm, Friday 1-5pm and Saturday 10am-2pm. The library is 100% funded by borough appropriations as mandated by state library law.

The structure was erected in 1927 and is valued by its citizens for its charm and character. The first floor of the building houses sections for adult fiction, mystery, non-fiction, adult short story, science fiction, periodicals, DVDs, audio books (CDs) and notices for local groups and programming opportunities. The downstairs is dedicated to children's fiction, juvenile non-fiction, juvenile and children's DVDs and audio books, young adult and graphic novels. Classic fiction and biography are also shelved downstairs. The building is a Wi-Fi hot spot and has four computers for public use. All computers are networked to a printer/scanner.

The library has a strong community connection as it provides local community newsletters from the school, borough and local groups. It is a central source of information to all residents.

Wenonah library provides a number of opportunities for the residents to participate in entertaining and educational activities such as the Summer Reading Program, Computer Basics Training (weekly), and S.A.T. Preparation sessions. We offer story time to children up to age 4 once a week during the school year. Various organizations and groups are welcome to schedule use of the library space for activities with our citizens such as LEGO Club for children, Tarot Reading Sessions for adults, Friends of Wenonah Library meetings, and employment assistance program interviews.

Our Friends of Wenonah Library (F.O.W. L) group lends a hand in many aspects of the library, including keeping the library collection well organized and up to date. They plan interesting and entertaining programming such as Blind Date with a Book, Dr. Seuss' Birthday, Harry Potter's Birthday, and the Holiday Open House. The volunteers find interesting displays to share with our patrons, manage the StoryWalk displays, and make our Annual Used Book Sale possible.

The circulation statistics recorded show an increase in material circulation from 2021 to 2022 of 17%, an increase in material circulation from 2022-2023 of 29%. From 2023-24 a decrease in circulation of 60%. This dramatic fluctuation may be the result of a resurgence of library usage following the Covid-19 pandemic shut down and then a switch to greater access to digital products.

Wenonah Library offers our patrons access to the South Jersey Audiobook and eBook Download Center, and hoopla digital products. This allows our patrons to download audiobooks and ebooks through the use of their Wenonah Library membership card. In 2021, our patrons downloaded 1065 items. In 2022, 1197 items were borrowed, a 12% increase. During 2023, Wenonah patrons borrowed 1539 digital titles, a 28% increase in usage. During 2024, our patrons borrowed 1130 digital titles, a decrease in electronic circulation. New digital products include CreativeBug, providing a multitude of crafting and art projects and Newsbank with access to thousands of Nationwide news products.

Library visits fluctuated over the period of 2021-2024. Between 2021 and 2022 we saw a decrease of <1% in the number of patrons visiting the library. Between 2022 and 2023 attendance increased 10%. From 2023 to 2024 with a recorded number of 6631 patrons visiting the library, attendance increased by nearly 15%.

Records indicate fluctuating statistics over the past three years of computer sessions. Gathering statistics on this library service has become increasingly difficult due to readily available internet access on patrons’ own mobile devices. However, an upgrade to our network equipment and software now makes it possible to record usage wireless access in our building. Use of the library’s physical computers has become unnecessary for many of our patrons.

Over the past three (3) years, we have had between 45-80 children’s programs annually. The S.A.T. Preparation program has averaged about six students per session. The Basic Computer Training class has been offered on a weekly basis and has had, on average, one patron attending each week.

The Summer Reading Program had a slowly increasing number of attendance over the last few years. In 2021, we had 31 children sign up. In 2022, 34 children attended. In 2023, the number rose to 37, and in 2024 we had 38 children.

The Friends of the Wenonah Library has provided a great amount of assistance developing new programming in the last three years. We have added to our tried and true “Spooky Story Night” with a “Happy Birthday, Harry Potter”, “Dr. Seuss’s Birthday”, and “Take Your Child to the Library Day” for children. For adults they have made it possible for us to offer a “Holiday Open House” and “Blind Date with a Book”. All of these new programs have been very popular.

Level of Usage Statistics

	2021	2022	2023	2024
Patron visits	5224	5204	5761	6631
Physical Circulation	6919	5917	7657	4779
Interlibrary Loans	1243	1090	1019	1071
Digital circulation	1065	1197	1539	1130
Computer Usage In person	204	100	166	204
Internet Usage Wifi	n/a	936	385	388
*Programs: Children’s	53/326	58/295 12/109	54/503	52/636
*Programs: Young adult	4/28	6/43	5/25	4/8
*Programs: Adult	56/90	41/36	35/45	38/33
*Programs All		36/205	37/128	22/82
Summer Reading Program attendance	31	34	37	38

*Programs/Attendees

Appendix C: Process Used For This Strategic Plan

The starting point for this Strategic Plan was a previous (not issued) Strategic Plan (Appendix E) which was initiated in 2019, but whose completion was prevented by the COVID-19 pandemic. This document provided an initial framework for the 2026 Strategic Plan. [Demographic and community descriptions](#) have been updated and are listed in Appendix A.

Many elements of the process to develop this Strategic Plan are based on the New Jersey Library Trustee Association webinar series: Community Focused Strategic Planning. A major component of this process is, as the title suggests, developing a plan that was focussed on the needs of the community. It was comprised of the following steps:

1. Identifying Community Needs Through Engagement with Community Groups

When possible, this was achieved by meeting with entire groups or smaller representative subsets of the groups, and posing open ended questions centered around:

What do you see are the needs of the community?

By using open ended questions to promote dialog, it was hoped that discussions would not be limited by participants' perceptions of what a library should be or what services they stereotypically assume a library should offer.

When possible, these discussions were conducted by pairs of library board trustees, with one facilitating the discussion and the other taking notes.

It was understood that such discussions with large groups may not be practical or be conducive to allowing all to participate. These discussions targeted audiences of ideally no more than 12 people to facilitate active engagement from all present and so for some large groups, subgroups were used. When subgroups were used, requests were made for the subgroup to be a representative cross section of the entire group. The following groups were interviewed:

<u>Organization</u>	<u>Board Member Interviewing</u>
Woman's Club of Wenonah	Linda
Lions Club	Deb
Home & School of Wenonah	Colleen
Wenonah Teachers	Colleen
American Legion Post 192	Deb/Sue
Historical Society	Gary
Board of Education	Linda

Lake Association	Colleen
Shade Tree Commission	Sue
Wenonah Equality	Sue
WAA/ Little League	Deb/Sue
Girl Scouts	Deb

2. Use Affinity Mapping to Identify Themes

The Design Thinking tool of Affinity mapping was used to extract themes from the community group interviews. This involved converting the interview answers into bite size pieces of information (this step generated 215 sticky notes), and then grouping them into broader categories, which then were lumped into general themes. All 215 pieces of information can be found in Appendix D. In addition to identifying possible themes for the Strategic Plan, some of the sticky note groups also identified:

- Suggested solutions (i.e. items for consideration when developing future action plans)
- Likes (i.e. things to consider continuing)
- Out of scope issues (e.g. speeding/traffic safety)

3. Identifying Community Needs That The Library Could/Should Help to Address

In keeping with the “open mind” philosophy of the discussion above, after identifying the themes, an assessment was made as to which of those needs the library could or should play a role in addressing. It was understood that the library by itself may not be able to fully address these needs, but it may be able to play an enabling role and that a realistic evaluation of future resources may limit future strategies.

4. Re-evaluation of the Library Mission/Vision and Priorities

In light of the community-focussed possible roles of the library, the board re-evaluated the Mission and Vision of the library, to establish if the identified possible roles of the library were consistent with the existing Mission and Vision, or if either a broadening or refocussing was appropriate. In doing this, a re-evaluation of the priorities of the library was important, based on the fiscal limitations of the library. It would not have been prudent to broaden the role of the library into areas for which funding was insufficient. This discussion also included assessment of the priorities and plans laid out in the uncompleted 2019-22 Strategic Plan (Appendix E) for continued relevance and importance, and harmonization of those with newly identified themes.

5. Strategic Plan Development

Consensus from the discussion above led to the creation of this Strategic Plan.

Three priority focus areas were based on community input and Board considerations:

1. Communication, explaining, and broadcasting information
2. Community engagement and being a hub for connecting groups
3. Property management and programing

Many of these items were identified in the previous (unfinished due to COVID-19) draft Strategic Plan in 2020 (Appendix E), showing that these are not new. From that study, consistent with the first listed priority area is:

*Determining the needs of, and communicating well with our patrons as technology advances,..
The weaknesses identified ... include inadequacies in the communication of the programs,
activities and services currently offered by the library..*

Effective communication is complicated by the fragmentation of the means by which information is obtained and absorbed by different members of the community. This challenge will need to be addressed as communication plans are developed, and could include improvements to the website, increased direction and learning such as videos of services, and other channels such as YouTube.

Just as it did during the recovery from the 2021 tornado, many in the community would like the library to be at the center of the Wenonah community. This could include both facilitating interactions between community groups as well as promoting broader community engagement. To quote feedback from one participant, the library could be a “matchmaker” of Wenonah individuals and groups.

While the physical space at the library has size limitations, a priority is to find ways to engage more residents more often. Addressing this priority area could include revised hours and staffing, continuing the current and proactively planning the future maintenance of the building and property, and changes to the building while maintaining the current footprint.

Appendix D: Library Strategic Plan Community Group Interview Results - Sticky Notes

Listed in this appendix are the 215 comments/ideas generated from analysis of the community group interviews, grouped by the Board afterwards based on general themes.

NOTE: HMW= 'How Might We'. HMW is a Design Thinking tool developed by IDEO.

1. Facilities (~20)

Comfort -

- Soft bedding for reading,
- Bigger chairs in Kid's section,
- Downstairs wooden chairs are not comfortable,
- More nooks,
- Reading Cubby nooks

Patio -

- Girl scout troop is too big for inside library for events - have used patio (patio for functions);
- Use library outdoors for meetings
- Need space for events.

Space -

- lack of new space limit new initiatives,
- make the library bigger

Inviting -

- HMW make the space more inviting?
- HMW make the library more inviting? - looks like an old library - not beckoning.

Hours -

- want more expansive library hours,
- open more hours in mid-July,
- want library open on Sundays,
- Open on Sundays, need more morning hours,
- Need more hours- 9pm too late- shift to 8PM

Misc -

- steps are a hindrance for library access,
- Ladders to get to top shelves,
- Sponsorship to augment tax dollars (eg: Oak Valley redid baseball field with bank sponsorship);
- Zoning regulations may limit new initiatives;
- Include kid's artwork in monthly displays at the library.

2. Knowledge of Library-Type Resources (~38)

Website -

Use videos showing how to use library services on we page - “how-to” videos;
Do reels or other videos on social media - instagram videos would raise awareness; Issue - trouble borrowing from county library;
HMW make the website a better resource?,
Clean up website landing page;
Not happy with library web page (multiple people agreed and had suggestions);
Didn’t know about resources because they aren’t described;
Webpage should be more like Deptford Library website,
Doesn’t use the Wenonah Library webpage- goes directly to the county page.

Educate Community-

Hold an event - “how the library can help you”;
Don’t think residents have any idea what resources are available through the library; HMW educate residents on resources? - in-person or electronic? - Youtube?;
Use Libby and Hoopla but do not use the physical resources of the library,
Community is clueless about services;
HMW improve knowledge and access to library resources?- had no idea there were audio books;
People buy books and do online research but don’t think of library

Teachers -

HMW help teacher locate books not at school library
HMW remind school teachers to look for books for classroom at the library?-
Sept reminder?
HMW vitalize library as a resource for teachers to get books not available at school
Want more info on library resources for teachers - heard about novels being delivered to library for school novel studies

Specific Sections -

ESL resources needed? (Wenonah vs future Wenonah)
HMW facilitate learning more about People/ History of Wenonah?
Need a section on Wenonah History and researching Wenonah History
Need a section on Wenonah History and resources
Want to see an LGBTQ section in the library

HMW have LGBTQ resources either online or in person?

Library Cards -

Want easier renewal of library cards without coming into the library

Want easier renewal of materials borrowed

The difficulty in renewing library cards discourages me from using the electronic resources.

Don't like annual library card renewal

HMW make library card electronic?

Don't like time limit on using the electronic resources like e-books - should be longer.

HMW let teachers check out books for a few weeks for their bookshelves?

MISC -

Have a library services table at the farmer's market

HMW help staff be community resource vs librarian

HMW shift from "library" to "community center"

3. Communication (~19)

Info Hub -

HMW make the library the logical place for updated communication?

HMW make the library the town info hub (like coffee shop board)?

HMW augment the boro sign to have community group events? - outdoor or indoor signage at library

HMW fix fractured communication?

HMW use the library to get the word out on what American Legion is?

Use library to share info- post flyers on community events.

There's a ledge with stuff - didn't know that! - info is disjointed and in several locations

Problem - bulletin board is small and crowded.

Need a full calendar that is updated electronically

Better Communication -

HMW have monthly communication?

HMW have more frequent communication (newsletter is quarterly)

Publicity of events not sufficient or consistent or accessible beyond facebook, newsletter and calendar;

Flyers around town to raise awareness

Need a library newsletter monthly

Publicity is the biggest issue for the library

MISC -

Social media – damned if you do - damned if you don't - everyone has social media

HMW provide a way for people to get off social media?

Unaware library board meetings were open to the public - need to advertise this

4. Different Age Groups and Type of People (~17)

(listed younger to older)

Rock Decorating to get more people to the library

Kids don't want to read at home - HMW help parents find age appropriate books to support child's interest?

Reading suggestions, reviews from library staff and section with those books - for kids

Wish story time for big kids (2nd/3rd grade)

HMW encourage families to promote and take time to read outside of school?

Issue - teachers parenting students

Need activities for teens - need feedback from teens

More older kids toys - eg: board games

HMW introduce students to genres beyond graphic novels?

More graphic novels

Events for people who've never been to the library

Need more resources vs books

Have a Sam Carchidi event (local sports Author) or Other events geared towards men

People could make better choices if they read more

Creative writing and sharing books with each other

More arts and crafts

Issue: Trails and environmental issues

Senior citizens (and others) may need help if social security phone service is eliminated

Concerning issue - Losing social security.

5. COMMUNITY GROUPS Problems / Challenges

a. Increasing Community Involvement

HMW engage people to care about Wenonah and invest in Community

Provide services to community but can't figure out how to get people to use these services

Lack of Involvement - in general on lots of things

HMW reach people not active in other groups

Lack of volunteers - how to get people more involved

HMW foster a more engaging and welcoming environment?
HMW engage younger residents to volunteer

b. Need - Connecting Groups

How might the library be promoters / advocates for Wenonah Equality?
HMW help groups work together and partner on events?
Need help connecting people and other organizations
How can the library connected groups
Library could help promote Lion Events
HMW connect groups to partner on activities to reach more people
Any programs to increase interest in WAA
HMW increase the number of “doers”?
HMW include American Legion in Photo contest?
Wenonah is cliquish
Community doesn't know who American Legion is
Want to increase Woman's Club Membership
Want more people to come to Woman's club
HMW advertise events and resources? - Garden Tour and Native Plants

c. Suggested Solutions [to bond between already existing Wenonah groups]

Collaboration between lions and library on events - speakers, beer tasting
Grant writing resource fair - could it utilize local college students
Women's club used to work more closely with the library - maybe can re-engage
(eg book sale volunteers)
Maybe want to attend other group meeting to connect better
Need more events with groups at the library
Monthly meeting where all club - like rotary club
More events to engage community - get to know your community night
Have fun competition with other volunteer groups in town
Women's club gets ideas for classes - could refer to library classes people would
pay for
Partner with the Wenonah Arts Collective to host art events (with wine) - some
said they won't come without wine - not joking)
Womens club used to have book club there
Library to Host community events
Have a Flag Drop at the library
Include more groups in current library programs (eg:flag etiquette program)
Could Library House Eye Glass Donation Box (Lions) - too big?

6. Likes (compliments)

Love Halloween story night and HP birthday - have more events like these
Likes SAT prep
Like the cartoons on the social media
Liked vision board activity with Donna Baines
Liked idea of Tarot card program
Like being able to borrow from different libraries
More clubs like Lego, chess, book clubs
Library should host event for kids during farmers market so parents could shop - then maybe continue into fall
Book Club used outdoor patio during pandemic
Donates books to the library
Gets good book recommendations from the library staff
Like Audio books
Thank you for being a resource for the 5th and 6th grade class
Pick out physical books
Great to be able to use the bathroom during farmers market
Appreciate help from library with parade registration/ donation collections
Good use of library - Post Tornado coordination of resident resources
Thanked library for taking over new resident welcome kits
Get books from library for non-wenonah classroom
Anne does a great job reminding teachers about class visits
Like IT help service

7. Suggested Activities

Host Athletic Equipment swap (or something similar)
Live music to get people in the door
Lifetime subscription to Babbel
Monthly craft or music shows with wine - outside in nice weather
Bring in authors to speak
Game night with board games
Another library has weekly D&D event that teens show up for
Bridge (cards) Party- or bridge club
Games with lessons
Chess / Checkers Club, Pinochle, dominoes
Card playing at the library
Summer afternoon or evening book clubs to include swim kids

Groups or parent/child read aloud for SEL
Fairy Parties with books about fairies
Learn new stuff not through books - classes
Have student focused poetry readings or book publishing events - student read aloud their poems - more special if outside of classroom
Summer tutoring to prevent summer slide
Plays/ reenactments
Interactive events - a murder mystery stump the librarian, trivia night, guess the beans in a jar, scavenger hunts
Pop-up Tea or event in the library backyard
Food truck at the library
Health screenings at the library (eye/blood pressure)
More "Little Libraries" around town connecting and advertising the library and library hours
Vinyl exchange program
Free table at farmers market
Pop-up events at the library - like Valentina Fortuna is a Chef in the Women's Club
Gallery Night at the library with local artists
Other libraries - "first Fridays" event in conjunction with other town activities
Family activities or challenges involving reading
Mom's club - book reading for kids while moms talk
Grant writing class or In-town grant writer
Sponsor and origami class
More museum passes and wider input on which ones
Read and Sip Book Club
Is there something AI related [the library could do]?
Continue to offer events and programs that encourage reading

8. Encourage Feet in the Door

HMW have events to get more new people in the door
Can get people into building for reasons other than books
Provide rides to the library
Book delivery to Shut-Ins
Meeting Place and Information sessions
Familiar with Mullica Hill and Swedesboro - need an event to draw me to Wenonah
Invite (Promote through) Mantua Elementary - Mantua does not have a library

Questions

Does the newsletter reach all homes? How many people

Appendix E: Prior (Unfinished/Unpublished) Strategic Plan

Notes:

- *Development of the report listed in this appendix was suspended during its development and prior to completion due to the COVID-19 pandemic. It is included here for reference.*
- *Page numbers in this appendix flow on from the page numbering from the body of this main 2026 report, and do not correspond to the page numbers in the Table Of Contents. Add twenty five (+25) to the page numbers listed in the Table of Contents.*

Strategic Plan Wenonah Free Public Library 2020-2023

Table of Contents

Library Mission and Vision.....	3
Letter from the President.....	4
Acknowledgements.....	5
Overview.....	6
Planning Process.....	7
Executive Summary.....	8
Profile of Municipality.....	9
Background and Analysis of Current Situation and Library Profile.....	10
Strengths and Successes.....	11
Future Challenges.....	12
Level of Use (2016-19).....	13
Service Priorities.....	14
Public Relations Goal.....	14
Property Improvement and Maintenance Goals	16
Technology Goal	18

Mission and Goal Statements

The mission of the Wenonah Free Public Library is to provide quality materials and services which fulfill educational, informational, cultural, and recreational needs of the entire community in an atmosphere that is welcoming, respectful, and professional.

The general library goals of the Wenonah Free Public Library shall be:

- a. To serve all residents of the community of Wenonah Borough.
- b. To acquire and make available to all residents of the above area such books, periodicals, pamphlets, audio visual materials and other services as will address their needs to:
 - i. Become well informed,
 - ii. Locate answers to important questions,
 - iii. Cultivate the imagination and creative expression,
 - iv. Develop skills for career and vocational advancement, and
 - v. Enjoy leisure by means of reading and other media services.
- c. To acquire the means to provide the most frequently requested material locally and upon demand.
- d. To maintain a program of services which locates information, guides reading, organizes and interprets material for people of various backgrounds, and stimulates thinking and intellectual development in individuals of any age.
- e. To strive consistently to discover new methods and improvements for better service for the library's customers.
- f. To review regularly these goals of the Wenonah Free Public Library and, when necessary, revise them to reflect the changing needs.

Letter from the President

November 2015

This strategic plan is the work of the Wenonah Free Public Library Board of Trustees, the staff and many of Wenonah's residents who participated in a survey to define the direction that the Wenonah Free Public Library should take going forward. The Library has solicited suggestions from our patrons concerning services, educational instruction and staying current in the electronic age.

The Wenonah library is committed to using our available funds to provide the best value for our patrons. This includes preserving our beautiful building, story hour for the children, new books, e-books, videos, some evening classes and host of other programs.

The Board of Trustees will be reporting to you again in the coming months through the Wenonah news letter, public announcements and events. Some of your suggestions have been put into place and more are being considered. We thank you for your time and your support.

Sincerely,

Thomas Curry

President, Wenonah Library Board of Trustees

Acknowledgments

Wenonah Free Public Library Board of Trustees

Michelle Contatrino, President,
Ellen Hummel, Secretary
Carol Newman, Treasurer
Deb Cline
Linda Helmbrecht
John Dominy, Mayor
Kristine Height, Chief School Administrator

Wenonah Free Public Library Employees

Anne Zuber, Director
Ellen O'Laughlin
Cynthia Mullens
Michelle Dickson
Leigh Lemeshuk

Wenonah Free Public Library Strategic Planning Committee

Ellen Hummel, Facilitator
Michelle Contarino
Carol Newman
Anne Zuber

Overview

The Strategic Planning review process began in March 2019 with communication from the Director to the Library Board and staff about the requirement to define the future vision of the library for the next few years. The committee met over five times during the summer to determine the steps involved and to update the strategic plan that the library had been following since 2012.

The SWOT analysis was done to start the planning process. A SWOT analysis serves to collect information on the library's **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats. This analysis was performed by using an electronic data collection instrument. To maximize participation, a paper version of the online survey was also distributed to all residents as a back up to those who were unable to access a computer to submit the data.

The director of the library was responsible for providing an overview of the data collected and presented this data to the committee. The SWOT analysis provided the committee with a wide range of information in each area and served as the foundation for the next steps in the planning process. The team met in August 2015 and determined the plans priorities.

Once the priorities were identified, the committee began to write the first draft of the plan and analyze its contents. Revisions were made to the draft after review of committee feedback.

Planning Process

Data Analysis

The initial phase of the data collection was based upon library statistics from the past three (3) years, the census data for the Borough of Wenonah. After identifying fixed demographic and circulation statistics, the following data was collected as noted:

- Staff interviews were held at a staff meeting.

The planning team utilized the following guidelines to establish priorities:

- Does the goal support and further the mission and vision of the library?
- Will the goal help to meet or exceed patron expectations?
- Will the goal challenge the status quo?
- Will this goal fill a unique niche or is it unique from what other libraries are doing?
- Is the goal set high enough to be challenging, energize the organization, and/or build confidence?
- Is the goal SMART?
 - Specific- Well defined and understandable to all
 - Measurable – Can we measure the output? How many? How often, How much?
 - Agreed upon- Does everyone agree with what the goal should be?
 - Realistic- Can we achieve this goal with available resources such as money, staffing and time?
 - Time based- Does the goal have a specific deadline or time frame? Is enough time available to achieve the goal?

Executive Summary

The mission of the Wenonah Free Public Library is to provide quality materials and services which fulfill educational, informational, cultural, and recreational needs of the entire community in an atmosphere that is welcoming, respectful, and businesslike.

Wenonah Public Library participates in a shared borrowing consortium with 25 other libraries in Gloucester, Salem and Cumberland Counties. The technology services provided by Wenonah Public Library are comparable to all libraries in the area of circulation services, but the development of additional online information sources and new digital products through our website and convenient instructional services to our patrons is a goal.

Determining the needs of, and communicating well with our patrons as technology advances, is an ongoing goal and vision of the Wenonah Public Library. **The weaknesses identified through analysis of the data compiled include inadequacies in the communication of the programs, activities and services currently offered by the library.** The public is not well informed about how the library is funded.

The property would benefit from continued use of a professional plan to update and maintain the building. **To that end, further and regular inspection by the borough engineer will be established.** Through this communication the library trustees hope to develop a more integrated relationship with the borough planning authority and avail ourselves of useful grant opportunities.

As the role of New Jersey's public libraries evolves into a more complex service entity, Wenonah Public Library will strive to develop more programming to interest, educate, and entertain our community.

To achieve these goals the library board of trustees has developed this strategic plan in the most efficient and expeditious way possible to assist the Borough of Wenonah in addressing and adapting to the challenges of these hard economic times and the suggestions and regulations put forth by the New Jersey State Library and the State of New Jersey.

Profile of Municipality and Community Needs

The Borough of Wenonah is a 1.0 square mile community approximately 10 miles south of Philadelphia. Wenonah was founded in 1871 and established as a Borough in 1883.

Throughout its history, Wenonah has been almost exclusively a residential area. The Borough has a large protected conservation area. There are trails for hiking trails that are threaded around lakes and alongside waterways in these conserved areas.

Wenonah's total population is about 2,300 and is nearly equally split between men and women; 53% male and 47% female. The median age of residents is approximately 43 years of age, with the majority of residents being white, native born citizens. Of the over 750 households in Wenonah, 85% of those homes are families. Over 95% of residents over the age of 25 have high school diplomas, and more than half have a bachelor's degree or higher. The average household income was over 100,000.

Background and Analysis of Current Situation and Library Profile

The library is governed by a library board consisting of seven members; including the mayor, chief school administrator and five citizens appointed by the mayor. Currently, the library is open 38 hours per week and operated by a part-time director and four (4) part-time staff members. The hours of operation are Monday, Tuesday and Thursday 3-9pm, Wednesday 9am-9pm, Friday 1-5pm and Saturday 10am-2pm. The library is 100% funded by borough appropriations as mandated by state library law. The structure was erected in 1927 and is valued by its citizens for its charm and character. The upstairs of the building houses sections for adult fiction, non-fiction, periodicals, DVD's, audio books (CD's) and notices for local group and programming opportunities. The downstairs is dedicated to children's fiction, non-fiction, juvenile and children's DVD's and audio books, young adult and graphic novels. Adult short story, science fiction, classic fiction and biography are also shelved downstairs. The building is a Wi-Fi hot spot and has 4 computers for public use. All computers are networked to a printer/scanner/fax. The library has a strong community connection as it provides all local community newsletters from the school, borough and groups. It is a central source of information to all residents. Wenonah library provides a number of opportunities for the residents to participate in entertaining and educational activities such as the Summer Reading Program, Computer Basics Training (weekly), the S.M.I.L.E., Silent Mentors In Literacy Education program, (twice monthly), and S.A.T. Math Training sessions, (monthly). We offer story time to children ages 2-5 once a week during the school year.

At the conclusion of the planning year and before the strategic plan was finalized a worldwide viral pandemic occurred causing the library to shut down operations to the public. To halt the spread of Covid-19 Coronavirus, the governor of New Jersey ordered all non-essential entities and businesses to close. The library modified operation and policies in an effort to continue some kind of library services to the residents of Wenonah. Contactless circulation was initiated on a very limited basis and quarantining of materials was implemented. All public programming was discontinued and the LibraryLinkNJ transit delivery service ceased.

The library reopened to the public on July 6, 2020. Strict requirements were put into place; all those entering the building were required to sign a form regarding their health and exposure to the virus, wear face coverings, maintain social distance of 6 feet, and use hand sanitizer. All borrowed library materials were placed in a quarantine area for 3 days upon return to the library.

On October 19, 2020, LibraryLinkNJ resumed the statewide delivery service for those libraries that had reopened and resumed circulation. Many libraries remained closed while making modifications to their buildings to protect their staff and patrons from the possibility of spreading the virus.

This strategic plan will be revised once the danger of Coronavirus has passed.

Strengths and Successes

The Wenonah Public Library has many strengths of which we are quite proud. First and foremost, the staff at the library has overwhelmingly been described as friendly, knowledgeable and helpful. The structure is viewed by the majority as beautiful and a vital community asset with historical significance to our town identity. There is a sense that although our building may lack size, it does not lack resources. Wenonah Public Library is highly capable of reaching out and getting what people want and need. This fact is due primarily to our relationship with the LOGIN consortium; a shared on line catalog and borrowing system. **Wenonah is also above average at utilizing 19% of their budget on purchasing materials for patrons (the average is 12%).** The technology offered to library patrons is more than adequate to fulfill their needs. It is believed that most people have their own computer and do not need to use public computers. In addition, we live in close proximity to Gloucester County Institute of Technology as well as Rowan College of South Jersey for computer instruction.

PROGRAMMING

During the past 3 years the library has made great strides toward achieving the goals set forth in the Strategic Plan 2012-2015. The expansion of programming to serve a more varied audience, including teens and older adults includes the offering of the S.A.T. Math Grade Builder program and Computer Basics Training sessions.

The S.M.I.L.E. Silent Mentors In Literacy Education program is designed to reach struggling readers of all ages and animal lovers.

PHYSICAL PLANT

A goal set forth in the last strategic plan was to improve the lower level office area space to aid with file and record keeping and program planning. The custom built desk area includes improved file drawer storage and added counter surface for an additional circulation desk. This area has proven useful during class trips from the elementary school and summer reading programs.

The lower level overhead lighting has been upgraded to more efficient and attractive fixtures providing the downstairs area with greatly improved visibility.

Our goal to improve the physical surroundings of the library was a huge success. We performed most of the improvements suggested by the borough engineer for water abatement and have dramatically lessened the incidents of flooding in the basement area of the library. At the same time, the grounds of the library are now beautiful and inviting. There is a patio area for outdoor

programming, a rain garden used by the teaching staff at Wenonah Elementary School for ecology lessons, and safe, well lit pathways to the library entrance.

The maintenance schedule being followed by the library director has kept the roof, interior of the building, systems, and grounds in good repair since the implementation of the plan.

TECHNOLOGY

Most of the technology goals set forth in the last strategic plan have been accomplished. We have a well maintained, attractive webpage; a contract for eBook services that provides our patrons with access to the South Jersey Audiobook and eBook Download Center; have availed ourselves of training offered through the New Jersey State Library and LibraryLinkNJ; and provided the opportunity for customized computer help for our patrons on a weekly basis. We have purchased a variety of mobile devices with which to provide training in the use of digital library services.

Weaknesses and Opportunities

The weaknesses identified through analysis of the data compiled include inadequacies in the communication of the programs, activities and services currently offered by the library. The public is not well informed about how the library is funded. The building is small by today's standards and not well suited to large group activities. The building was built in 1927 and, therefore, does not meet today's standards for the Americans with Disabilities Act; including handicapped accessibility for the entrance, restroom facilities, and the lower level of the library. The hours of operation are set to meet the needs of daytime working people and students. Other library patrons would be better served by offering open hours during the morning. The physical limitations of the building limit the size of our collection; including books, DVDs, and periodical collections and limit our ability to control the noise level and provide a quiet study area.

Most of those responding to our survey would most like to see improvement in services.

A significant number of respondents, 32%, asked for more open hours.

The public would like improvement in programming for all age groups listed; children, teens, adults, and seniors.

While a lesser number of patrons would like an improved meeting space, the current library building has such limited space in which to provide additional programming requested by so many, that an addition to the library may be the answer to both of these weaknesses.

During the last 5 years the funding amount for the public library has continued to decline. New Jersey State Library Law dictates that the formula for funding municipal libraries in New Jersey is based on the equalized valuation of the real property in our town. The assessed value of the

real property in Wenonah has declined while the tax rate has been adjusted to fulfill the funding needs of the borough of Wenonah. This has resulted in a rise in property tax paid by some residents, while the amount of funding to support the library has decreased. The library board needs to investigate additional funding options.

Level of Use (past 3 years)

The circulation statistics recorded show an increase in material circulation from 2016 to 2017 of less than 2%, a decrease in material circulation from 2017-18 by 5%. From 2018-19 another decrease in circulation of 23%.

Wenonah Library offers our patrons access to the South Jersey Audiobook and eBook Download Center. This allows our patrons to download audiobooks and ebooks through the use of their Wenonah Library membership card. In 2016, our patrons downloaded 796 items. In 2017, 970 items were borrowed, a 22% increase. During 2018, Wenonah patrons borrowed 943 digital titles. During 2019, our patrons borrowed 1010 digital titles another 7 increase in electronic circulation.

Library visits fluctuated over the last 3 years. Between 2016 and 2017 we saw a decrease of 10% in the number of patrons visiting the library. Between 2017 and 2018 attendance dropped by another 7%. From 2018 to 2019 attendance increased by nearly 8.5%.

Records indicate a steady decrease over the past three years of computer sessions. Gathering statistics on this library service has become increasingly difficult due to readily available internet access on patrons' own mobile devices. Use of the libraries computers has become unnecessary for many of our patrons.

Over the past three (3) years, we have had between 45-80 children's programs annually. The S.A.T. Math Grade Builder program and averaged about 6 students per month. The Basic

Computer Training class has been offered on a weekly basis and has had, on average, 2 patrons attending each week. The FUREver As Friends's, S.M.I.L.E. program, visited our library twice per month for reluctant readers spend time with therapy pets since 2014 and attendance steadily increased due to diligent advertising at the local elementary school during the 2018-2019 school year.

The Summer Reading Program had an average number of attendance over the last few years. In 2016, we had 31 children sign up. In 2017, 33 children attended. In 2018, the number dropped to 25 and in 2019 attendance returned to the average of 34 children signed up for the program. We present the program for four weeks each summer, 2 sessions per week for each of 2 age groups. The number of books read by the children participating in the Book Club portion of the programs remains consistent, around 230 books.

Future Challenges and Service Priorities (Goals)

1. Improve Public Relations

Build community awareness and proudly promote the Wenonah Library. Wenonah residents will be more aware of the programs and services offered by the Library. The Library will be a public gathering and learning place that will inspire community spirit and local pride.

1. Improve communication to the community

- Continue to utilize the Wenonah Borough quarterly newsletter to inform residents of the latest news and developments.
- Continue to utilize the Wenonah Elementary School weekly communications folder to inform parents of available programs and events relative to children (i.e. summer reading program, spooky story time).
- Create and maintain a library website to include not only pertinent information but also newly acquired books and DVDs as well as upcoming events. The website needs to include how the Library is funded to educate residents.

- Collect email addresses of library users and investigate the feasibility of developing an email newsletter to be done quarterly.

2. Increase residents' awareness of and interest in the Library's services through formal marketing methods

- Provide articles about the Library for the local newspaper and other organization's newsletters.
- Develop a professional brochure about the Library for new residents and realtors.

3. Build the Friends of Wenonah Library

- Restore a community advocacy group of library supporters to promote the Library. Seek out members through borough newsletter, library website, and placard at circulation desk.
- Work closely with Friends of Wenonah Library to plan events that attract a broad range of constituents (i.e. **Cinco De Mayo Celebration** **Spooky Story Night** for children, book sale during borough wide yard sale in spring and at the **Harvest Fair Fall Festival** in autumn sponsored by the **Wenonah Athletic Association**. **Home and School Association of Wenonah**).

4. Reach out to groups that are currently underutilizing the Library

4A. Provide additional services to adults

- Develop a year round adult reading program. **Senior citizens, online reading club, virtual book club meetings?**
- Where feasible, continue to promote the Library as a center for local cultural events (i.e. local book signings).
- Investigate using other buildings (i.e. train station, elementary school, coffee shop) to hold events such as adult education programs, book clubs when space is an issue.
- Create a symbiotic relationship with other community associations and clubs to establish new programs and services that promote both organizations (i.e. Wenonah Historical Society hosting a wine and cheese event at the Library).
- Investigate co-sponsoring adult-focused events with other local libraries.
- Add links to the Library web page to local and regional cultural organizations.
- Provide outreach to individuals who are homebound

4B. Develop services specific to pre-teens and teens

- Enlist teens in developing programs and teen use of the Library
- Coordinate library activities for teens with other community associations and clubs
- Investigate co-sponsoring teen-focused events with other local libraries.
- Consider a collection of video games.

2. Develop physical surroundings

The Free Public Library of Wenonah is housed in a beautiful building, donated to the Borough of Wenonah by the Edward L. Farr family in 1927. It is located in the center of Wenonah. It is built of stone, has a slate roof, leaded windows, exposed beams and is a classic early 1900 building which means that there is much maintenance necessary to keep it in good repair. Also, since it occupies a central place in Wenonah, it is important that the grounds be well kept to

reflect well on the Borough. For these and other reasons, we have the goal of maintenance, preservation and beautification as part of our strategic plan.

Included in plans for future maintenance:

In a continuing effort to keep rainwater from damaging the building, a pump and drain system located in the basement flooring needs to be considered.

Areas of improvements to the physical surroundings include:

Building Interior

In an effort to improve the usage of the library file storage is needed. A circulation desk downstairs would be helpful. Storytime materials require storage space.

A comfortable reading space with chairs could be considered in place of one of the rectangular tables upstairs.

Lighting needs are many. Interior lights over the book cases upstairs along with larger ceiling fans with up shooting lights are possibilities. while downstairs overhead light replacement is considered both for the bookcases and the interior of the ceiling.

Building Exterior

Additional lighting has been suggested for the outside front of the building to better illuminate the stairway. A lamppost and/or a flag pole are options to consider.

An outside shed is being considered for additional storage space for tables, etc.

Develop Technology Services

Current State of Technology

Our internet connection is offered to the library at no cost by Comcast/Infinity Cable Company as a community outreach service to public libraries.

Wenonah Library has one central circulation desk on the upper level of the library. The main level of the library also has 2 public access computers connected to the Internet through the Comcast cable connection. There is a router/hub setup connecting the network printer. There is an office computer with a wireless connection used by the director in an area not “open” to the public. The lower level of the library also has 2 public access computers connected to the Internet via another router, as well as an OPAC catalog computer on which our patrons can search for library materials.

The Wenonah Public Library website provides a link to the catalog, public information for the elementary school and borough, and other links to databases and resources funded by the New Jersey State Library, such as HomeworkHelp.org and GetHelpNJ. The page also has links to the Wenonah School Media Center collection, the Borough of Wenonah website.

The server for the library data is managed remotely through an agreement with Sirsi/Dynex that is funded annually by the LOGIN consortium. Each library contributes membership dues annually based on the size of their library holdings.

Wenonah Library uses the shared WorkFlows system purchased from Sirsi/Dynex Company. The LOGIN (Libraries of Gloucester/Salem Information Network) consortium has a shared catalog and borrowing that can be accessed on the website www.Login-libraries.org. Each library maintains its own collection data and website.

In 2013, the LOGIN consortium also contracted with Ebsco Information Services to provide a discovery tool overlay to the catalogue to access full text databases, journals and reference materials to our patrons.

Wenonah Public Library provides access to the Overdrive Digital Library through an agreement with the South Jersey Audiobook and eBook Download Center. The library patrons can use their Wenonah library card to download eBooks and Audiobooks via an internet connection on their desktop computer or mobile devices.

The library purchased four tablets with which to provide instruction to our patrons in a variety of technological processes, including, but not limited to; document processing, internet search, email retrieval and writing, library catalog search, eBook download. The equipment uses a variety of operating systems to facilitate instruction for our patrons with any device.

Our telephone service is provided by AT&T. There are 2 lines; one for telephone and one for our fire security system which is monitored remotely through a contract with a private service provider.

The library has an in house security monitoring system with a Digital Video Recorder connected to the computer at the main desk. There are 6 cameras connected to the DVR that monitor areas both inside and outside the library. There is a monitor at the main desk to allow the staff to keep an eye on things in more than one area of the building.

All staff members are not fully trained to use or maintain all facets of the technology offered at the Wenonah Public Library.

Technology Vision:

Determining the needs of our patrons as technology advances is an ongoing goal and vision.

Goals and Objectives for Improving Technology Services:

1. Staff training-An organized plan for staff training would allow our library stay in touch with technological advances and to provide better service to our patrons.
2. Group instruction setting- As our facility is small and has an open floor plan; we need to investigate the possibility of sharing another space in our town to provide group technology instruction.
3. Stay Current with new technology-Diligence must be maintained to stay informed about the most up to date technological advances in library services and communication devices to aid the public in learning to use these advances.

Technology Needs:

1. Staff training

- LibraryLinkNJ provides continuing education opportunities through notices and webinars on a regular basis. These notices arrive via email from the library development bureau or can be researched on the New Jersey State Library website.
-
- Staff needs to be assigned to investigate these opportunities and schedule sessions when needed.

2. Group instruction setting

- Opportunities for shared space agreements need to be explored through contact with the Chief School Administrator of Wenonah Elementary School and the Wenonah Board of Education, the Wenonah Historical Society and the Borough Clerk of Wenonah and Borough Council.
- These agreements would have to include access to internet connections either by physical or wireless connections.
- Equipment needs to be purchased to support group training sessions. This could include additional wireless routers, laptops, wireless printers and LCD projectors.

3. Stay Current with new technology

Action Plan:

Staff Training/Professional Development Strategy: how to use the services.

1. Staff training

- A staff member will be assigned the responsibility of proactively investigating opportunities for staff development. This would be done through the use of web searches, reading email contacts from the New Jersey State Library, perusing periodicals and mailings, and forwarded emails sent to the library director from other librarians and library service providers.
- Opportunities for staff development and instruction should be communicated to staff members at regularly scheduled staff meetings. The agenda for these meetings is set by the director of the library. Training may be offered during a staff meeting.
- Staff development is often offered through webinars from the New Jersey State Library. These sessions would have to be scheduled. Many of these sessions are archived on the New Jersey State Library website; www.newjerseystatelib.org, and could be viewed by staff during time allotted for this task outside regularly scheduled desk time.
- If group instruction is required, this staff person will schedule and coordinate the event with those that manage the location needed. This could be the local elementary school library, the local community college computer lab, the community center/train station, or the borough municipal building/court room.

2. Group Instruction setting

- Much individualized instruction in areas of technology use is offered on an 'as needed' basis by the desk staff at our library. Often this unscheduled instruction is counterproductive to the smooth running of the library circulation desk. Not all staff members are fully trained and adept at providing this instruction. In an attempt improve service and alleviate the need for these occurrences, group technology instruction could be a goal for our library.
- The facility is not well suited to this type of service, but sharing a facility within the community may be a solution. An enhancement of the already excellent partnership we share with the Wenonah Elementary School might be one avenue to pursue. The Wenonah School Media Center has 6 desktop computers and wireless laptop carts that may be available for shared use during evening hours.
- The Community Center/Train Station is a space that might also be utilized for group instruction by library staff. This space has tables and seating for several dozen people, but internet access would have to be confirmed and enhanced. The borough municipal building is another location that could be utilized for group instruction. Sharing the equipment necessary to facilitate group instruction could be arranged with the borough clerk and/or office employees.
- A staff person would be selected to oversee these opportunities. Coordinating the scheduling, equipment set up, and site management would be done by that staff person.
- Instruction could be given by a library staff person or other persons qualified to teach the subject matter.

3. Stay Current with new technology

Budget

1. Staff training

The costs for ongoing staff training may be minimal if we continue to take advantage of the excellent continuing education offered by the New Jersey State Library Development Bureau. Workshops and webinars offered may have nominal charges of under \$100.00 per participant. Our annual library budget includes a line to cover such costs. Further investigation by a library staff person into availability of outside training sessions may have an impact on the salary and wage totals of our budget, but not to a degree that would have a noticeable effect on our total budgeted amount. The cost of outside training opportunities is not known at this time.

2. Group instruction setting

Costs involved in offering group training sessions at a remote location in our town may be negotiated with the managers of the locations. The cost of equipment required to provide this service could include an LCD projector at anywhere between \$400.00 and \$800.00. If cabling is required it could be up to \$100.00. A router could also cost approximately \$50.00. A wireless printer might cost \$250.00. If an outside trainer is presenting the training session their fee would become part of this budget.

Additional costs:

We spend \$2750.00 in annual membership dues to LOGIN library consortium to participate in the shared on line database and borrowing system.

To maintain a secure setting for internet use in our library, we use security software of varying levels. The public access computers in our library have a product called Deep Freeze by Faronics. The annual licensing (4) for this product is \$45.00. In addition, we have installed Netnanny by Content Watch on the public computers in the downstairs children's area. The annual licensing (3) for this product is \$29.97. We also maintain a license for Norton Internet Security software (3 licenses) to use on the office computers used at the circulation desk and director's area computer, at a cost of \$79.99.

Our internet connection is offered to the library at no cost by Comcast/Infinity Cable Company as a community outreach service to public libraries.

Our telephone service costs about \$125.00 per month for both lines; for telephone service and for security system monitoring.

We pay an annual monitoring fee to GCSI, the company that installed the system and inspects it annually. The cost for the annual service contract is \$378.00 and \$135.00 for the inspection each year.

Additionally, we pay Weebly a domain name registration fee of \$12.99, plus \$19.99 annually for webhosting.

These costs are not new, but must be included to maintain the technology that is being used in our library.

Evaluation

Evaluation of the progress of the technology plan should be done on an annual basis by the director of the library and reported to the board of trustees. The most logical time to do this would be at the annual reorganization meeting held in January each year.

The direct contact that the circulation desk staff has with the patrons is a vital resource in evaluating the progress of the plan. The director would poll the staff members at each staff meeting to discern the progress of the implementation of each step toward our technology goals. The staff might be asked if they are being asked to support the use of the eBook usage by patrons or if the patrons are referring to information being posted on the new webpage. They might ask for patron input about services and data to be included on the webpage. The director's appraisal of the level of staff knowledge is an ongoing tool for evaluation of the implementation of the plan.

A survey might be offered again after the services hoped for in some of our goals have been achieved. This survey might include a question about what other services our patrons would like to see offered. The technology plan would then be modified to include changes in technology since the plan was written.

4. Alternative Funding Strategies

Minimum support for municipal and municipal joint libraries is 1/3 mil (about \$33.33 per \$100,000) on equalized evaluation (NJSA 40:54-8); over half of the libraries in New Jersey are funded above this amount.

- Many municipalities provide additional funding to keep their libraries solvent in times of economic downturn. The borough might be asked for additional support.

- Through cooperation with other organizations in town, programming expenses might be shared and the impact on the library budget minimized. One such project currently in place is the sale of photo notecards printed in cooperation with the Woman's Club of Wenonah. Initial costs were shared by both organizations and future proceeds are also to be shared. The Girl and Boy Scouts could participate in staffing sales, helping with special projects, and organizing events.
 - Activities such as building a Story Walk path around the park and managing Little Free Library kiosks around town. Projects for the library could be offered to prospective Eagle Scout and Silver Award candidates.
- Development of an active Friends of Wenonah Library group could provide opportunities for creative fund raising activities.
 - Activities such as entertainment events; banquets, carnivals, author events, local artist visits, home sales parties, and special day story time events could be used as fundraising activities.
 - Food sales could be organized to provide a percentage profit to go to the library. These might include hoagie sales, pizza sales, or dessert and cookie sales.
 - Coupon books or cards could be sold to support local businesses and share proceeds with the library.
- Memorabilia of the library and or town could be sold. Items such as Cat's Meow Village wooden keepsakes of the library and various notable buildings around town; handmade Christmas ornaments, coffee mug with pictures, customized story books for children as gifts for births, birthdays, and holidays.
- Crowdfunding website options must be investigated to raise funds for future capital projects. Large projects such as installation of a lamppost or flagpole might be well suited to on online funding pledge drive.

