

# Road Map for the Future

Adopted Jan 28, 2014



## Mendham Township Library Strategic Plan 2014-2018

*A Cornerstone for Community Enrichment*



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Driving a big machine!



"I think it's great when the library partners with other governmental bodies to provide programming, such as when they invited the Dept of Public Works (trucks, etc.) for display as a children's event" Survey Participant

# Acknowledgements

## **Strategic Plan Committee: 2013**

Stephanie Cotton  
Peter Dumovic  
Bonnie Mangold - Chair  
Tara Skirzenski  
Christine Strobel  
Amy Vaccaro

## **Strategic Plan Committee: 2012**

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Stephanie Cotton  
Jeanne Gartland  
Harriet Hochberg  
Christine Strobel  
Amy Vaccaro, Chair

## **Library Director**

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## **Board of Trustees:**

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Peter Dumovic  
Linda Fairchild  
Jeanne Gartland  
David Hoadley  
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Margaret LoGerfo  
Bonnie Mangold

Tara Skirzenski  
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## **Township Committee and Steve Mountain**

Maribeth Thomas  
Robert Strobel  
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Richard Merkt  
Chris Baumann

## **Members of our Community**

**Strategic Planning Consultant:** Helene O'Neill

**Graphic Design:** Bonnie Mangold

**Photos:** Various Staff Members



"Very helpful and pleasant staff" "The staff & volunteer kindness and patience is amazing." "Friendly helpful staff, a welcoming place to go to." Survey respondents



# Message from the President of the Board of Trustees and Library Director

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Dear Residents of the Mendham Community,

The Trustees of the Mendham Township Library (MTL) have adopted and are very pleased to present the Strategic Plan for the Mendham Township Library 2014-2018. The Strategic Plan is the result of input from the MTL Strategic Planning Committee, the Library Board of Trustees, library staff, and the community. Members of the MTL Strategic Planning Committee, made up of five board members and the library director, felt it was critical to get input from both library users and non-users regarding how well the library is serving the community. As an association library with limited funding, we were fortunate to partner with a market research class at Seton Hall University. We thank all who participated in this project by either serving on the Strategic Planning Committee,

participating in one-on-one interviews, or completing a survey.

The library is the cornerstone of our community. We strive to offer a myriad of materials and programs to meet the varied needs of residents with wide ranging interests. We hope our story hours help instill the love of reading and learning in our youngest residents, that teens enjoy social and leadership opportunities with our teen programs, that adults can discover entertaining and enriching titles in our collections, and that the programs we offer fascinate and help connect community members to each other.

Based on your feedback, the Strategic Plan focuses on improving the environment of the library, enriching the quality of life for our community, and creating a sustainable library by strengthening our financial security. It will be a vital tool guiding the Board of Trustees and library staff to meet these challenges. We encourage you to read the Strategic Plan and we are looking forward to working with all of you as we implement the Strategic Plan.

MTL has served residents for over 65 years and takes the unique role it plays in the community very seriously. Throughout the years, at the core of MTL have been its friendly and skilled staff, its dedicated Trustees, many generous volunteers and donors, and all of its users. We ask you to help us grow and to continue to make MTL a central gathering place, a place woven into the fabric of what makes Mendham Township a wonderful place to live.

***Please give us your thoughts and comments and consider getting involved. Community volunteers to serve on committees are most welcome! Please let us know of your interest.***

Stephanie Cotton, Library Director –  
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## A Roadmap for the Future

Even today, when people think of Mendham Township Library (MTL), they often think of books. Providing access to physical material is a role that MTL has filled since it first started as a book mobile, and later became a library station in the Mendham Township Elementary School – now the Mendham Township Municipal Building. But like most libraries, MTL faces the challenge of remaining relevant and essential to the community and defining its role in a digital world where content is more and more accessible on the Internet.

The role of the library is shifting from the provision of physical objects to content distribution. While it is too soon to predict what the distant future may bring regarding digital changes and the impact on how people read and use information, MTL embraces the promise of the future with services and programs that are relevant to

the changing ways people consume information and learn.

Stakeholders acknowledge MTL as playing an important role and being a valued contributor in building community. Not only is MTL known for offering programs and services that meet the community needs, but the library is also seen as a town hub. Chance encounters, community groups, and learning are important building blocks for MTL to continue to thrive and grow as an integral component of building community within its service population.

The Strategic Planning Committee recognizes that while our base of users are committed and loyal, we must continue to strengthen our ability to be a learning organization that embraces change and thinks strategically about the future. We want to ensure that we are seen as a conduit for information in addition to serving as the community's living room for



years to come. For these reasons, over the past year we invested a tremendous amount of time and energy to learn more about your needs to serve as our roadmap toward future change. The Mendham Township Library Board of Trustees entrusted a Strategic Planning Committee, to meet regularly to determine MTL's strengths and weaknesses, assess the community's needs, and identify strategic direction for the library during the next five years.



*"It is an important part of our community"*

*"A wonderful library for a small town"*

Survey respondents

As part of this process, we identified three areas of focus that must be addressed if MTL is to continue to meet the needs of the community:

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### Environment of the library

MTL facilities are inadequate and viewed as aging and not easily adapted to provide flexibility and adequate meeting space.

“Overall the library needs more space- to accommodate individual desks that have access to outlets (laptops could be plugged in.) Most students would use the library if they could do their homework in a quiet, personal space. In addition, library could use small 'fishbowl' conference room where groups of students could work on projects. These conference rooms should be equipped with outlets and a smart screen where collaborative work could be done.” -- Survey respondent



MTL needs to stay abreast of ever-changing library technology and digital content.

“... Need more e-books available, not enough e-book selection and there are long waiting lists for those ebooks that the Library does have...” -- Survey respondent

70% of library patrons agreed with the statement “Our library needs to acquire more digital content such as e-readers, e-books, digital magazines, databases (e.g. financial, genealogy) that are accessible from home”

MTL must deliver on our promise to provide excellent service to the community.

“Leadership is warm and welcoming, it's a great place to be in Mendham.” --Survey respondent

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### Quality of life for our community



Greater awareness and diversity of programs and services offered are essential to attract both users and non-users.

“Many non-users are not aware of the vast programs that the library offers.”-- Seton Hall Research

“Better understanding of all resources available, especially business/industry related resources...” -- Survey respondent

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### Strengthening financial security



MTL must create a sustainable library through fundraising activities and partnerships that will lead toward eventual financial security.

As an Association Library, we receive substantially less municipal funding than surrounding Municipal Libraries (ex Chester, Bernardsville) that are guaranteed a percentage of the mil rate.

“... we desire the Library Board to look at more ways to fund-raise to supplement what the town provides to our library to make the needed changes.”--Township Committee feedback



## We Listened to Our Stakeholders

The Board of Trustees for MTL has adopted an ambitious set of goals to guide the development of library resources and services over the next five years. The vision for MTL's future and the roadmap to achieving that vision began in the spring of 2012, when the Board of Trustees charged a Strategic Planning Committee, consisting of Board Members and the MTL Director to draft a plan to ensure MTL's on-going ability to achieve excellence as related to meeting the needs of the community.

A draft plan was completed and it was then deemed critical that a comprehensive plan include feedback on current services and future priorities. Input from stakeholders consisting of the community (users and non-users) and Mendham Township Committee members was elicited in the fall of 2013 and heavily influenced the final plan. To execute this important step of information-gathering, the

Strategic Planning Committee collaborated with graduate students from the Stillman School of Business at Seton Hall University and Strategic Planning Consultant, Helene O'Neill, to execute the gathering of feedback and input from Mendham Township residents and the Mendham Township Committee members.

The main objective of the strategic planning process was to elicit ideas and suggestions for making MTL an on-going vital part of the Mendham Township community. The strategic planning process included gathering and analyzing the community's view of MTL.

Information on the views of different stakeholder groups was gathered using various methods to help MTL's Strategic Planning Committee understand the overall attitudes, opinions, and perspectives of area residents. Stakeholder groups contacted included: current MTL patrons, MTL non-users, past MTL

patrons, community leaders, and library supporters.

### Information-gathering Processes

#### Survey

A survey was designed in collaboration between graduate students (Stillman School of Business at Seton Hall University) and the Strategic Planning Committee and was available both on-line and as a "point-of-service" questionnaire. The survey was carried out for a two-week period from November 13 to November 25, 2013 and broke down respondents by user and non-user groupings. Qualtrics was the electronic survey platform used to execute and analyze the survey data.

Qualitative research was also conducted by randomly interviewing local residents, off-site from the library. This feedback was invaluable in helping us plan MTL's future. The Strategic Planning



Seton Hall Students and Board of Trustee Members at Final presentation

Committee reviewed and discussed your comments. We learned that:

- the majority of you find our staff provides excellent service and the programs are highly valued
- the areas most needing improvement include: meeting space, reading space, and general interior
- MTL needs to expend resources making their services more widely known
- the selection of content is very important to you. Books remain a top priority, but a growing number of you want more downloadable content
- over 90% of you expressed a willingness to pay to see a speaker or exhibit as a fundraising method.

### **Community Leader Interviews**

Strategic Planning expert, Helene O'Neill, conducted one-on-one interviews with all five members of the Mendham Township Committee as well as Steve Mountain, the Mendham Township Administrator. The questions focused on perceptions of MTL's current situation, challenges, and future vision. From the interviews we learned:

- MTL is a viable center of the town which provides a gathering place and valued services
- Rapidly changing technology poses a

challenge which MTL must address head-on

- The Committee acknowledges the current library facility poses challenges both functionally and aesthetically
- The library has an opportunity to provide greater financial stability by generating additional revenue streams; and
- MTL needs to continue to build on the growth and development of programs and services offered over the past few years.



Children at the computer

Adults at a Gardening Program middle

Gingerbread House Program



*Programs are a popular service of the library*





## Core Services and Values to Support our Roadmap

Despite the challenges of space and the ever-changing impact of digital media and technology, MTL is considered a cornerstone of the Township. There are fundamental services and expectations identified by our users that remain essential and at the heart of our core services. They include:

- easy access to content in any format
- assistance to help you find the information you want
- a variety of gathering spaces and programs to educate, bring

people together, and inform people of all ages

- a broad selection of materials for all ages

Hearing from over 400 users and non-users, helped us identify and refine the values that guide us to meet your needs. The following shared values provide the framework for everything we do at MTL. Our commitment to you rests on our ability to consistently:

**Make you happy.** Excellent customer service is critical in setting us apart from other local libraries. You will have a great experience each time you visit the library.

**Listen.** We want to hear from you not just in a survey but always. Tell us how we are

meeting your needs or what we need to do better. We are happy to learn from you.

**Learn.** The staff of MTL is eager to learn so that they can continuously look for ideas and ways that they can adapt to meet your needs.

**Inform.** Staying current with best content possible to help connect you with the information and technology support you need.

*"The library is community driven and provides an important service with a warm, small town feel."  
Survey respondent*



## The Vision

The Strategic Planning Committee worked diligently and met regularly throughout the information-gathering phase to review findings and analyses, to develop a vision and mission to guide MTL, to determine the future strategic direction, and to put into place recommendations for MTL's future roadmap.

The Strategic Planning Committee:

- assessed MTL's strengths and ability to deliver quality service including the capabilities of the current facility
- developed a vision to guide MTL's future and created a mission statement that includes MTL's primary purpose associated with delivering library service to the Mendham Township community
- reviewed strategic roles to shape the way that library services will continue to grow and meet the needs and expectations of the community
- agreed upon goals to guide MTL's development over the next five years

### **VISION:**

To provide a welcoming environment that is  
A CORNERSTONE FOR COMMUNITY ENRICHMENT

The vision of what success looks like for MTL depends upon principles that reflect priorities and guide decision-making, long-range goals, and implementation strategies. In order for MTL to continue to be the most interesting and welcoming place in Mendham Township and to serve as a hub which brings the community together, MTL is committed to fulfill its vision so that people will experience the following as they use the Library and its services. MTL will:

- bring people together with a sense of community
- offer a welcoming and relaxed environment in a redesigned and refreshed layout that accommodates a variety of programs and events at the same time
- deliver and provide a rich literacy and cultural experience with high quality information services
- meet community needs regarding information services, technology trends, and digital media
- work in partnership with other community organizations.





## The Mission

Public libraries are part of a free and democratic society that provides equal access to all. Living in a small town, where a majority of municipal operations are run by volunteers, it is understood that we care deeply about our friends and neighbors and take our civic responsibility to heart. Our mission statement reflects that commitment to our community because we recognize the need to provide a welcoming sense of place where all residents can interact, exchange ideas, learn and build community as well as read, think, work, and reflect.

### **MISSION:**

The Mendham Township Library provides a vibrant and friendly community gathering place that connects people of all ages with information, ideas, and one another to fulfill intellectual and leisure interests through resources and programs.

Our strategic focus for MTL results from an assessment of trends likely to affect the future of libraries, customer demand and feedback, and the current economic environment. To help achieve our vision and mission, the MTL Board of Trustees and the Strategic Planning Committee have identified three critical strategic goals that will serve as guideposts to our future growth and development.



Children enjoying the Legopalooza above

"The staff has consistently over the years provided outstanding service considering the outdated and inadequate building in which the library is housed. The library is the center of the community, a safe haven and an incubator for young people to develop life skills as interns or volunteers. A new facility is over due." Survey Respondent

## STRATEGIC GOALS

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### Strategic Goal 1: We will improve the environment of the library

- We will provide quality, customer-focused service to all users and make all feel welcome and part of an inclusive library experience
- We will improve functional space and refurbish the interior within the existing building
- We will embrace the 21st century and stay current with emerging library technologies
  - We will increase access to technology and digital content
  - We will provide training to enhance technological literacy

### Strategic Goal 2: We will enrich the quality of life for our community.

- We will grow awareness and participation in library programs and services
- We will engage the community to help fulfill the goals of the strategic plan
- We will foster collaboration with Township schools and other community groups

### Strategic Goal 3: We will create a sustainable library by strengthening its financial security

- We will increase our sources and variety of financial resources
- We will develop a robust fundraising strategy based on survey feedback
- We will strengthen our relationship with the Mendham Township Committee



"It is a charming, engaging, friendly community center, wish it had more space and meeting rooms for activities."

"Mendham Township Library does a great job with limited funds"

"Great place that needs upgrading"

Survey Respondents



## Next Steps

### Space Analysis

The Strategic Planning Committee conducted a space analysis of the current Library building using a formula that determines the size of a library given demographic and other community-related information. As a result of this initial analysis, it was determined that 17,600 sq. ft. was the amount of space needed. This is dramatically larger than our current 4,150 sq.ft. of space. In addition, our space is smaller than surrounding highly-rated libraries. The MTL board is under discussions with the Pitney Farm Public Purpose Study Committee to determine if there is a way to leverage space at Pitney Farms now and in the future.

In addition, several survey respondents mentioned a desire to merge with the Mendham Borough Library. While the MTL board is open to this approach, history indicates our efforts need to focus on what we can achieve within a five-year timeframe. As a result, the MTL board in consultation with the Mendham Township Committee decided to focus our Strategic Plan on the current library while factoring in possible Pitney Farm opportunities.

### Measuring Our Future Success

Successfully achieving the strategic goals of the plan, will require formation of three

committees, one for each strategic goal, made up of MTL board members, staff and volunteers, and community members. These committees will create S.M.A.R.T.\* objectives that are actionable and time-bound to make yearly progress toward our long-term goals.

Our committees will continuously monitor progress towards achieving our goals and objectives as well as revising the plan to reflect new and relevant issues. We view this plan as a living document. Additionally, members of the Board of Trustees will be responsible for maintaining detailed tracking and reporting of all significant deadlines and results.

Traditional metrics pertaining to library use, such as measuring number of borrowed items, number of visitors, program attendance will continue with new metrics being identified to assess the impact of the services and programs throughout the plan. Currently we participate in a national metric program that has us rated in the top 18% of all libraries within our funding level. We will also look to other more highly rated libraries for ideas to improve.

The three committees will consider the best metrics to track progress toward goals from a community perspective. Initial thoughts have been provided below. The committees will create SMART objectives and metrics that will

be available for community comment in the Spring of 2014.

\*S.M.A.R.T - specific, measurable, actionable, relevant, time-bound



The Fancy Nancy Tea Party above and below



# APPENDIX

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**A. Selected Survey Results - Full Survey Results in the Library**

**B. Community Survey Questionnaire**



## Agenda

- **Mendham Township Committee Feedback**
- Community Survey

### **We Listened to Our Stakeholders**

1

## **Township Committee Feedback**

- Individual Interviews
- Nov – early Dec 2013
- Focus
  - Current Situation
  - Challenges
  - **Suggested Changes/Solutions**
  - **Future Vision**

2

## **Suggested Changes**

- Achieve financial stability through targeted marketing and fundraising
- Develop staff
- Grow offered programs
- Stay ahead of technology
- Grow non-user base

“Need to take a more sales and marketing approach about who they are and what they want to become.”

## **The Future**

- Connects people and serves as a central location.
  - More convertible and flexible space.
  - Stay current with technology trends.
- 
- “The library has gone way beyond being just a space for books.”



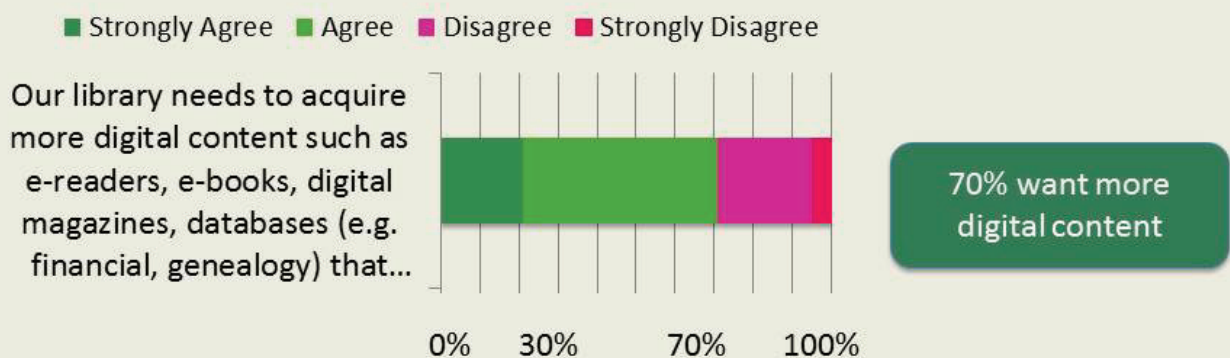
## Agenda

- Mendham Township Committee Feedback
- **Community Survey**

## We Listened to Our Stakeholders

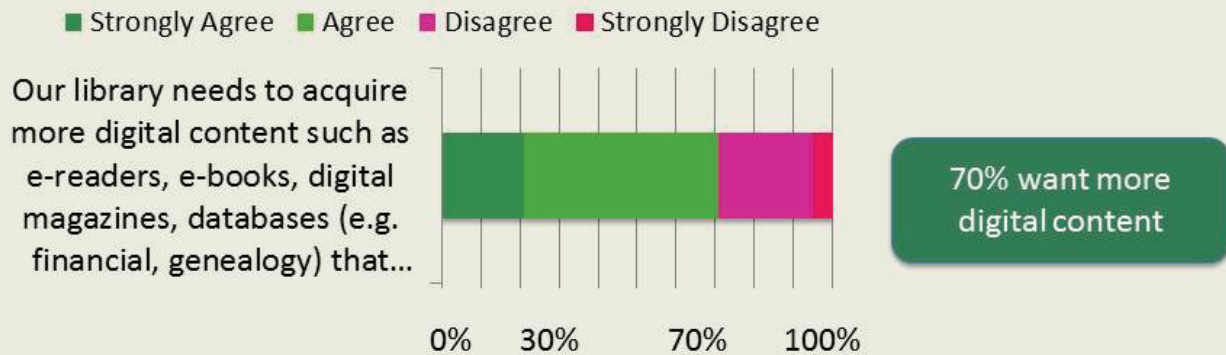
5

### The majority want more digital content



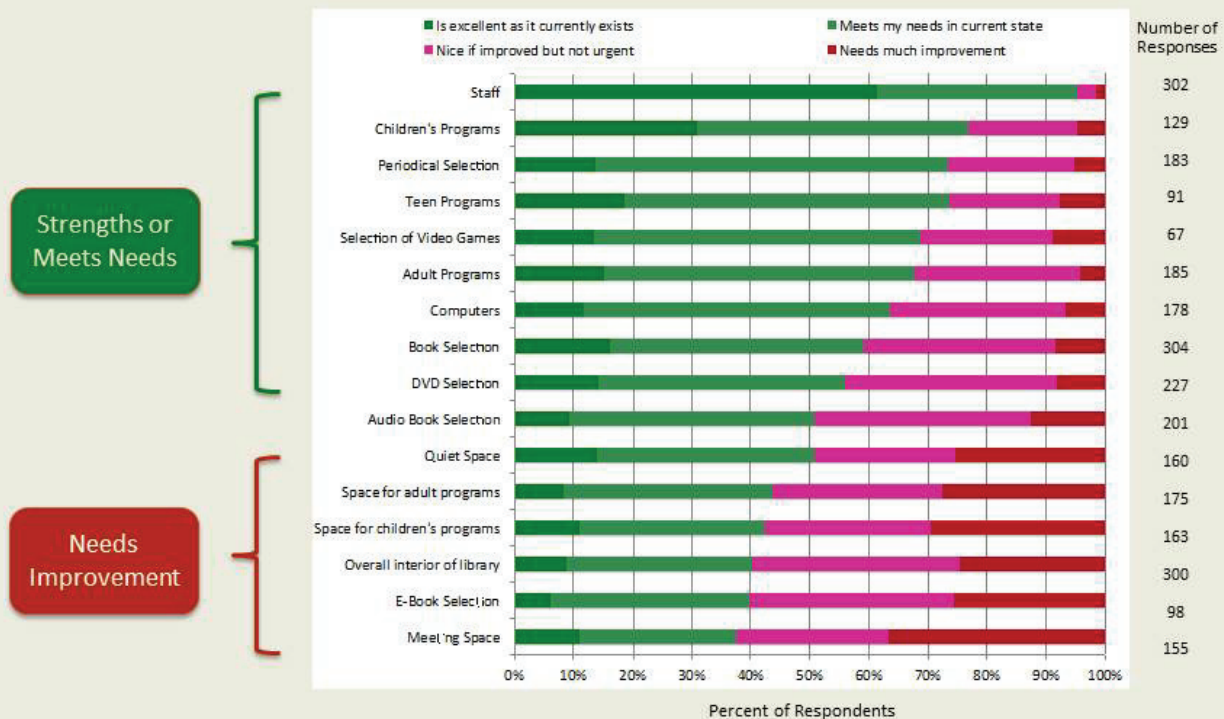
Q18. Tell us if you agree or disagree with the following statements;. . . Question to Users only

## The majority want more digital content



Q18. Tell us if you agree or disagree with the following statements;. . Question to Users only

## Staff is a clear strength along with programs- Space and e-book selections need improvement

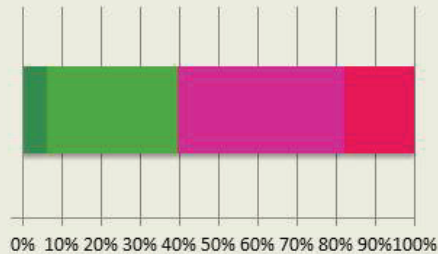




## While Patrons want more space and nicer space, they aren't willing to trade older books for it

■ Strongly Agree ■ Agree ■ Disagree ■ Strongly Disagree

Flexible Meeting/working space is MORE important than having stacks of less current books since these books can be ordered...



Only 40% view space is more important than older books

Q18. Tell us if you agree or disagree with the following statements;. . . Question to Users only



# Mendham Township Library Survey

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This survey is being conducted by Seton Hall University Graduate Students on behalf of Mendham Township Library in Brookside, NJ to help inform the direction that the library will take for the next 5 years. Your opinions are highly valued even if you don't use the library. Your answers will be shared in aggregate and not attributable to any individual. We are extremely grateful for your time. At the end of this survey we will ask for your email address, so that you may receive a free DVD rental, and will be entered into a drawing for a new Kindle paper white e-reader. Your email address will be kept separate from your answers. Please click the arrow below to begin.

**Q1** Do you use the Mendham Township library?

- ☐ Yes
- ☐ No

**If you chose Yes, then please skip to question 5.**

**Q2** You stated that do not use the Mendham Township library. Please tell us the reasons why you do not use the library (mark all that apply)

- ☐ It is inconvenient to where I live
- ☐ I use other libraries
- ☐ I can access what I need from home and see no value in going to the library
- ☐ Other – please specify \_\_\_\_\_

**Q3** If you mentioned you use other libraries. Please tell us which libraries do you use.

**Q4** Is there anything that would make you want to use the Mendham Township Library?

- ☐ Yes
- ☐ Maybe
- ☐ No

**If you chose No, then please skip to question 16.**

**Q4a** What would make you want to use the Mendham Township Library?

**Q5** How often do you use the Mendham Township Library?

- ☐ Daily
- ☐ At least once per week but not daily
- ☐ Once a Week
- ☐ Once a Month
- ☐ Less than Once a Month

**Q6** How much time, approximately, do you spend at the library per visit?

- ☐ Less than 15 minutes
- ☐ 15 to 30 minutes
- ☐ 1 hour
- ☐ More than an hour



**Q7** What is the main reason you use the library? Please mark ONE.

- ☐ Leisure reading
- ☐ Children's programs
- ☐ Children's book section
- ☐ Quiet place to work/study
- ☐ Read Magazines
- ☐ Rent DVD's
- ☐ Other (please specify) \_\_\_\_\_

**Q8** Please indicate if you use the any or all of the services below.

	Use (1)	Never Use (2)
Books from Mendham Township Library	<input type="radio"/>	<input type="radio"/>
Interlibrary loan service	<input type="radio"/>	<input type="radio"/>
Magazines/Newspapers	<input type="radio"/>	<input type="radio"/>
Audio Books	<input type="radio"/>	<input type="radio"/>
DVDs (movies or games)	<input type="radio"/>	<input type="radio"/>
Music CDs	<input type="radio"/>	<input type="radio"/>
Attend Adult Programs	<input type="radio"/>	<input type="radio"/>
Attend Teen Programs	<input type="radio"/>	<input type="radio"/>
Attend Children's programs	<input type="radio"/>	<input type="radio"/>
Use computers in library	<input type="radio"/>	<input type="radio"/>
Access the library's website remotely	<input type="radio"/>	<input type="radio"/>
Space to work or have meetings	<input type="radio"/>	<input type="radio"/>
Quiet Space	<input type="radio"/>	<input type="radio"/>

**Q9** Of the **services you said you use**, tell us how frequently you use these services

	Every time I go	Every other visit or less
Books from Mendham Township Library	<input type="radio"/>	<input type="radio"/>
Interlibrary loan service	<input type="radio"/>	<input type="radio"/>
Magazines/Newspapers	<input type="radio"/>	<input type="radio"/>
Audio Books	<input type="radio"/>	<input type="radio"/>
DVDs (movies or games)	<input type="radio"/>	<input type="radio"/>
Music CDs	<input type="radio"/>	<input type="radio"/>
Attend Adult Programs	<input type="radio"/>	<input type="radio"/>
Attend Teen Programs	<input type="radio"/>	<input type="radio"/>
Attend Children's programs	<input type="radio"/>	<input type="radio"/>
Use computers in library	<input type="radio"/>	<input type="radio"/>
Access the library's website remotely	<input type="radio"/>	<input type="radio"/>
Space to work or have meetings	<input type="radio"/>	<input type="radio"/>
Quiet Space	<input type="radio"/>	<input type="radio"/>

**Q10** Please indicate how important the below services are to you, 1 being the most important.

- \_\_\_\_\_ Books from Mendham Township Library
- \_\_\_\_\_ Interlibrary loan
- \_\_\_\_\_ Magazines/Newspapers
- \_\_\_\_\_ Audio Books
- \_\_\_\_\_ DVDs (movies or games)
- \_\_\_\_\_ Music CDs
- \_\_\_\_\_ Attend Adult Programs
- \_\_\_\_\_ Attend Teen Programs
- \_\_\_\_\_ Attend Children's programs
- \_\_\_\_\_ Use computers in library
- \_\_\_\_\_ Access the library's website remotely
- \_\_\_\_\_ Space to work or have meetings
- \_\_\_\_\_ Quiet Space

**Q10** Please indicate whether you feel the following areas need improvement or are a strength of the Mendham Township Library.

	Is excellent as it currently exists	Meets my needs in current state	Nice if improved but not urgent	Needs much improvement
Book Selection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Periodical Selection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Audio Book Selection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Computers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adult Programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Teen Programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Children's Programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DVD Selection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Selection of Video Games	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-Book Selection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meeting Space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quiet Space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Space for children's programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Space for adult programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall interior of library	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



**Q11** Please rank the following based on what you said was “**excellent as it currently exists**”, 1 being the biggest strength of the library.

- \_\_\_\_\_ Book Selection
- \_\_\_\_\_ Periodical Selection
- \_\_\_\_\_ Audio Book Selection
- \_\_\_\_\_ Computers
- \_\_\_\_\_ Adult Programs
- \_\_\_\_\_ Teen Programs
- \_\_\_\_\_ Children's Programs
- \_\_\_\_\_ DVD Selection
- \_\_\_\_\_ Selection of Video Games
- \_\_\_\_\_ E-Book Selection
- \_\_\_\_\_ Meeting Space
- \_\_\_\_\_ Quiet Space
- \_\_\_\_\_ Space for children's programs
- \_\_\_\_\_ Space for adult programs
- \_\_\_\_\_ Overall interior of library
- \_\_\_\_\_ Staff

**Q12** Please rank the following based on what you said “**needs much improvement**”, 1 being needs the most improvement.

- \_\_\_\_\_ Book Selection
- \_\_\_\_\_ Periodical Selection
- \_\_\_\_\_ Audio Book Selection
- \_\_\_\_\_ Computers
- \_\_\_\_\_ Adult Programs
- \_\_\_\_\_ Teen Programs
- \_\_\_\_\_ Children's Programs
- \_\_\_\_\_ DVD Selection
- \_\_\_\_\_ Selection of Video Games
- \_\_\_\_\_ E-Book Selection
- \_\_\_\_\_ Meeting Space
- \_\_\_\_\_ Quiet Space
- \_\_\_\_\_ Space for children's programs
- \_\_\_\_\_ Space for adult programs
- \_\_\_\_\_ Overall interior of library
- \_\_\_\_\_ Staff

**Q13** Please rank by **order of the importance**, 1 being the most important goal for the library.

- \_\_\_\_\_ Increase awareness of the library and its offerings, specifically in relation to location, events, technically-oriented offerings, the art gallery, and the value of library services
- \_\_\_\_\_ Strengthen the financial position of the library by diversifying income sources (i.e., not so reliant on town funding)
- \_\_\_\_\_ Enhance the role of the library as a community center
- \_\_\_\_\_ Offer an array of information technologies that broaden content, expand library access to all residents, and actively engage our technically savvy users
- \_\_\_\_\_ Provide quality, customer-focused library services by knowledgeable, courteous staff
- \_\_\_\_\_ Enhance and upgrade the Facility (i.e., change layout, refurbish and redecorate)

**Q14** Tell us if you agree or disagree with the following statements:

	Strongly Agree (1)	Agree (2)	Disagree (3)	Strongly Disagree (4)
I require personal assistance to find what I am looking for in the library (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flexible Meeting/working space is MORE important than having stacks of less current books since these books can be ordered from other libraries (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our library needs to acquire more digital content such as e-readers, e-books, digital magazines, databases (e.g. financial, genealogy) that are accessible from home (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q16** Have you heard about any of the programs that Mendham Township offers?

- ☐ Yes
- ☐ No

**If you chose No, please skip to question 26.**

**Q16a** From what sources have you heard about the library's programs? (select all that apply)

- ☐ The library's website
- ☐ Library emails
- ☐ Word of mouth (From friends/family members)
- ☐ Facebook
- ☐ Twitter
- ☐ Advertising in the local newspaper
- ☐ Other (Please specify) \_\_\_\_\_

**Q16** Have you attended any of the Mendham Township library's programs?

- ☐ Yes
- ☐ No

**If you answered No, then please skip to question 26**

**Q17** Do you attend community fundraising events?

- ☐ Frequently – Once a month or more
- ☐ Occasionally – Several times per year
- ☐ Rarely – Once or twice per year
- ☐ Never

**If you answered Never, then please skip to question 19.**

**Q18** Have you attended any fundraising events held by the Mendham Township Library such as Shredder Day, the Brookside Historic Home Tour, the Governor Christie brunch, or the Yamashita book signing?

- ☐ Yes
- ☐ No

**Q19** Are there any types of fundraising events that you would like to attend?

- ☐ Yes
- ☐ No

**Q20** What type of fundraising event would you like to attend?

**Q21** Would you be willing to pay to attend speaker events or exhibits held by the Mendham Township Library as fundraising events?

- ☐ Yes
- ☐ Maybe
- ☐ No

**If you chose No, please skip to question 25.**

**Q22** You answered that you may be willing to pay to attend to speaker events held by the Mendham Township Library as fundraising events. What will sway your willingness to attend? Please mark all that apply.

- ☐ Price
- ☐ Speaker
- ☐ Date or time of the year
- ☐ Other-- please specify \_\_\_\_\_



**Q23** Please rank your answers using 1 as the most important reason

	1	2	3	4
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speaker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Date or time of the year	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other-- please specify	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q24** Which programs would you be interested in attending?

**Q25** Are you interested in receiving any information about programs or fundraising events at the Mendham Township Library?

- ☐ Yes
- ☐ No

**If you chose No, please skip to question 28.**

**Q26** What is your preferred way to receive information about current library events and offerings? Select one.

- ☐ The library's website
- ☐ Library emails
- ☐ Word of mouth (From friends/family members)
- ☐ Facebook
- ☐ Twitter
- ☐ Advertising in local newspapers
- ☐ Other (Please specify) \_\_\_\_\_

**Q26a** Are you interested in receiving information via any other means?

- ☐ Yes
- ☐ No

**Q26b** Mark the ones you would be interested in receiving information from..

- ☐ The library's website
- ☐ Library emails
- ☐ Word of mouth (From friends/family members)
- ☐ Facebook
- ☐ Twitter
- ☐ Advertising in local newspapers
- ☐ Other (Please specify) \_\_\_\_\_

We are almost done. The next few questions will be used for classification purposes only.

**Q28** Please tell us your age.

- ☐ 18 years or under
- ☐ 19-24 years
- ☐ 25-34 years
- ☐ 35-54 years
- ☐ 55-67 years
- ☐ 68 or over

**Q29** Please select your gender.

- ☐ Male
- ☐ Female

**Q30** Do you have children/grandchildren living with you or in the area (if no skip to question 33)?

- ☐ Yes
- ☐ No

**If you chose No, please skip to question 34.**

**Q31** How many children or grandchildren do you have living in the area?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ More than 4

**Q32** How old are your children or grandchildren (select all that apply)?

- ☐ 0-3 years
- ☐ 4-7 years
- ☐ 8-11 years
- ☐ 12-15 years
- ☐ 16-18 years
- ☐ 19 years and over

**Q33** Please choose what best describes your employment status.

- ☐ Employed
- ☐ Unemployed
- ☐ Student
- ☐ Retired

**Q34 12)** What is your household income range (this is to compare data with the 2010 census to see if library users reflect the general trends for our area or if library users are different)

- ☐ 0 to \$34,999
- ☐ \$35,000 to \$74,999
- ☐ \$75,000 to 149,999
- ☐ \$150,000 to 299,999
- ☐ \$300,000 to 449,999
- ☐ \$450,000 and higher
- ☐ Prefer not to answer

**Q35** Mendham Township Library takes pride in its sense of community. Is there anything you would like to see take place in Mendham Township where you feel the library could be a resource in any way?

**Q36** The following contact information is sent separately to the Library Director and is NOT connected to your survey results which are anonymous. If you'd be willing to participate in a focus group or a more in-depth survey, please provide your contact information below (Email, phone, name sent to Mendham Township Library Director) Please provide your name, phone number, and email address to get your Free DVD rental and to be entered into a drawing for a free Kindle paper white e-reader.

Name \_\_\_\_\_

Address \_\_\_\_\_

Address 2 \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Postal Code \_\_\_\_\_

Email Address \_\_\_\_\_



