

SCLSNJ Strategic Plan Update
July - September 2021

<p>STRATEGIC PRIORITIES Here are the initiatives worked on over the last several months that specifically support our strategic priorities:</p>	<p>CORE SERVICES Core service activities are a part of normal SCLSNJ business. Here are a few recent highlights and examples:</p>
<p>Promoting the Library as an impartial platform for creating MEANINGFUL INTERACTIONS AND CONNECTIONS</p> <p>Schools reached out to SCLSNJ to tell us about the damage and ruin that Tropical Storm Ida did to their classroom libraries and wanted to know if we could help. SCLSNJ initiated Operation CLASS (Classroom Libraries Amplifying Student Success). YMFR orchestrated the distribution of leftover SRC prize books and ARCs to schools self-identified as in need of books for classrooms in member municipalities. Branches emailed all of the principals and school librarians within their member municipality schools.</p>	<p>Making PERSONALIZED CONNECTIONS between patrons and materials</p> <p>A task force came together to thoroughly organize local history collections throughout SCLSNJ. Goals were to determine what archives to save, what to catalog, and what to digitize. A comprehensive procedure will be developed for archival acquisition moving forward, as well as a way for patrons and staff to easily access these materials.</p>
<p>Exploring new ways to SHAPE OUR SPACES to meet community needs</p> <p>Multi Agency Resource Centers (MARC) were set-up across the Manville and Bound Brook branches to help provide recovery resources for people affected by the remnants of Hurricane Ida. Participating agencies included American Eagle Food Pantry, American Red Cross; ARC of Somerset, Atlantic Health System Respite Care Program, Catholic Charities, Diocese of Metuchen, Central Jersey Housing Resource Center, Legal Services of Northwest Jersey Inc., and many more.</p>	<p>Presenting programs that help community members CONNECT, EXPLORE, SHARE AND DISCOVER</p> <p>Branch Manager Cathy DeBerry joined the Leadership Team of Building Bridges to Better Health (BBBH). BBBH is a project sponsored by Healthier Somerset which strives to improve the health and well-being of all residents in Bound Brook and South Bound Brook via education, information, outreach and community events. BBBH was awarded a \$40,000 grant from Sanofi which must be spent by the end of the fiscal year 2021. BBBH efforts will affect positive change in the social determinants of health.</p>
<p>WELCOMING new residents</p> <p>Governor Murphy hosted a webinar to provide information and answer some of the dominant questions and available resources in the aftermath of Hurricane Ida. Many resettled refugees were displaced by the storm. SCLSNJ wanted to be ready to help these residents of the county as best we</p>	<p>Serving as a community GATHERING SPACE</p> <p>SCLSNJ partnered with the Somerset County Public Information Office (PIO) on collecting marketing collaterals for customers focusing on the theme of Somerset County Helps. This came at the directive of the County Administrator. Each of the 10 branches received a small display table to house an</p>

<p>could.</p>	<p>ongoing collection of hard-copy take-aways on a variety of topics, (i.e. FEMA information, speeding up your personal property clean-up, mold removal, etc). The county PIO routed Tropical Storm Ida-related information to make available at all branches.</p>
<p>Addressing the needs of SHIFTING DEMOGRAPHICS</p>	<p>Promoting and supporting LIFELONG LEARNING</p> <p>Playaways were highlighted as a special promotion. In looking at collection development efforts. Playaways are for all age groups, and patrons can listen to Playaways both with personal headphones and in the car, provided the car has a headphone jack. The promotion will include prizes, with tickets placed randomly in Holds to advertise the promotion. Auxiliary cables to use in the car will be given to patrons checking out Playaways. Circulation staff Promoted these efforts directly to patrons. Posters And handouts will be forthcoming to each branch, and the number of titles in the Playaway collection were expanded ahead of this promotion.</p>
	<p>Providing TECHNOLOGY ACCESS AND EXPERTISE that meet the needs of the community</p> <p>SCLSNJ had an opportunity to get federal reimbursement from the Emergency Connectivity Fund for our circulating wifi hotspots. In order to qualify for this funding, the library needed to provide data about how the hotspots are meeting a community need. Starting in September, a short survey will be put inside each hotspot case every time it circulates. Each time a hotspot is returned, the library collects the completed survey and will compile the data for future work.</p> <p>Creating opportunities that build Somerset County’s ECONOMIC AND WORKFORCE DEVELOPMENT</p> <p>SCLSNJ retains a strong community connection with the Somerset County Business Partnership (SCBP). A special program was led by SCBP Executive Director Chris Edwards entitled <i>Get to Know Your County Business Partnership</i>. The special informational session discussed the chamber of</p>

commerce, county tourism, as well as a broad discussion on economic development. Attendees learned how tools could help their business, whether just getting started or looking to grow a footprint in Somerset County.