

Our Library, Our Future



Gloucester County Library System

Strategic Plan

2013-2016

Implementation Status Report

as of 10/28/15

**Administrative Headquarters
389 Wolfert Station Road
Mullica Hill, NJ 08062**

**Phone: 856-223-6000
Fax: 856-223-6039
www.gcls.org**

**GCLS 2013 – 2014 Strategic Plan Implementation
Status Report as of 10/28/15**

Our Vision

GCLS libraries are the center of an informed, engaged, and connected community.

Our Mission

The Gloucester County Library System provides welcoming community spaces where people gather to learn, create, and have fun.

Evaluation

The Gloucester County Library Commission and the library management team will continually measure the library's progress and success. Each year, Library Commissioners and staff will schedule time to assess their progress in meeting the goals and objectives specified in this plan. Goals and objectives will be modified depending on changing needs and circumstances during the planning cycle. Modifications are noted on the following pages through use of highlighting and/or strikethrough text.

Evaluation will be based in part on traditional statistics that are recorded annually by libraries in New Jersey including circulation, customer visits, reference transactions, program attendance, and library card registration. In addition, the following indicators of success will be used:

- Funding in support of the plan will be incorporated into the annual budget process so that sufficient resources can be allocated for successful completion of goals and objectives
- Outcome-based evaluations of selected programs and services will identify program effectiveness and demonstrate the library's contributions to the community
- Formal and informal surveys of customers will be conducted to assess needs and measure levels of satisfaction
- The library will receive positive press coverage and will be frequently cited in the local news and papers for its programs and activities

Progress will be communicated through media and online communication channels, including the GCLS website, electronic newsletters, social networking sites, and collaboration with the Gloucester County Public Information Office.

GCLS 2013 – 2016 Strategic Plan Implementation
Status Report – Priority I, Objective I-A

Priority I: Staffing

Goal: *Provide the best possible library service at all locations by employing an adequate number of qualified staff with the skills, education, and certification levels required to meet the needs of the community.*

Objective I-A: Provide for adequate staffing at each branch location to meet the requirements of the strategic plan.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
Work with Gloucester County Human Resources to find qualified candidates for open library positions	GCLS notifies the County of any open library positions and provides specific job descriptions. In Sept. 2014, GCLS was able to hire a staff person with a very specific skill set to fill a need in the MakerStudio@GCLS.	In 2015, GCLS worked with County HR to fill several open positions.
Review staffing needs to achieve an appropriate balance of full time and part time personnel	Review is ongoing.	Review is ongoing.
Implement online staff scheduling software to simplify the process of providing adequate public area coverage system-wide	We are using shared Google Doc spreadsheets for basic staff scheduling. Implementation of <i>Schedule3W</i> , a more robust staff scheduling software, is in process.	Upon further review, it was determined that <i>Schedule 3W</i> did not meet staff scheduling needs. Hosted solutions are under consideration.
Review and revise departmental structure and procedures	Department heads have been asked to submit department procedure manuals. Review of department structure is in process.	The IT department was reorganized and now falls under Digital Services. GCLS has upgraded to <i>Title Source 360</i> to streamline the selection, processing and delivery of library materials.

GCLS 2013 – 2016 Strategic Plan Implementation
Status Report – Priority I, Objective I-B

Priority I: Staffing

Goal: *Provide the best possible library service at all locations by employing an adequate number of qualified staff with the skills, education, and certification levels required to meet the needs of the community.*

Objective I-B: Increase the number of certified professional librarians and individuals with specific skills and expertise over the life of the plan in order to provide needed youth services, adult/reference services, and digital services.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
As openings occur, require that branch managers are certified professional librarians	No branch manager openings have occurred.	The branch manager opening at Glassboro was filled by a certified professional librarian currently on staff.
Hire a certified professional librarian to provide youth services at each branch, beginning with the Glassboro Branch	A youth services librarian was hired for the Glassboro Branch in April 2014.	A staff member completed her MLS in 2015 and now serves as a Youth Services librarian at Mullica Hill.
Hire additional certified professional librarians to providing adult/reference service at Mullica Hill	A part time reference librarian was hired for Mullica Hill in Sept. 2014.	Two certified professional librarians were hired in 2015 to serve at Mullica Hill.
Hire an IT librarian to assist with implementation of emerging technologies, including development of staff and public technology training	The librarian position opening was posted to the NJLA Job Hotline, and at Drexel and Rutgers in Oct. 2014.	A professional librarian currently on staff now serves as Digital Services Manager. In 2015, a reference/ technology training librarian was hired to assist with implementation of emerging technologies.
Provide support and mentoring for staff pursuing a Masters in Library Science (MLS, MLIS)	Two staff members are pursuing their MLS at Clarion University. Both have received tuition reimbursement according to GCLS policy.	One staff member completed her MLS in 2015. A second staff member is on track to complete her MLS degree in 2016. A third staff member completed her BA in 2015 and has begun her MLS studies. Three GCLS librarians participate in the state-wide MentorNJ program. GCLS has started an in-house mentoring program for new librarians on staff.

**GCLS 2013 – 2016 Strategic Plan Implementation
Status Report – Priority I, Objective I-B Continued**

Priority I: Staffing

Goal: *Provide the best possible library service at all locations by employing an adequate number of qualified staff with the skills, education, and certification levels required to meet the needs of the community.*

Objective I-B: Increase the number of certified professional librarians and individuals with specific skills and expertise over the life of the plan in order to provide needed youth services, adult/reference services, and digital services.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
Actively solicit student interns from ALA accredited library science programs, other educational institutions, and local businesses.	Information regarding the availability of internships is regularly sent to Drexel and Rutgers; both offer ALA accredited library science programs. In addition, internship/apprentice programs in areas other than librarianship are being discussed with Rowan, RCGC and GCIT.	<p>Information regarding the availability of internships is regularly sent to Drexel and Rutgers; both offer ALA accredited library science programs.</p> <p>GCLS has agreed to work with Clarion University to provide an unpaid Reference/Adult Services Librarian internship.</p> <p>GCLS is now a designated off-campus location for the Rowan University Federal Work-Study Student Employment Program. In 2015, three students served at Mullica Hill and one at Glassboro.</p>

GCLS 2013 – 2016 Strategic Plan Implementation
Status Report – Priority I, Objective I-C

Priority I: Staffing

Goal: *Provide the best possible library service at all locations by employing an adequate number of qualified staff with the skills, education, and certification levels required to meet the needs of the community.*

Objective I-C: Increase opportunities for all staff to develop the skills needed to serve the community.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
Develop a staff development plan that provides ongoing skills and technology training for every staff member	Technology competencies have been identified and will be part of all staff members' 2015 performance objectives. Technology training is offered to all staff as needed. All staff have received training in the MakerStudio@GCLS.	A reference/technology training librarian was hired in 2015. GCLS now offers <i>Universal Class</i> , an online resource that offers GCLS staff members access to over 500 non-credit Continuing Education Courses, including technology training.
Provide opportunities for attendance at library-related conferences, seminars, workshops and webinars	All staff members have a continuing education performance objective. All have attended at least one training. Since May 2014, monthly before-hours training is offered at each branch/department.	All staff members have a continuing education performance objective. All have attended at least one library-related training. Monthly before-hours staff training is offered at each branch/department. Numerous GCLS staff are active members of state and national library professional associations including the NJ Library Association (NJLA), American Library Association (ALA), Public Library Association (PLA), Young Adult Library Services Association (YALSA), the Association for Library Services to Children (ALSC), and LibraryLinkNJ, the Statewide Library Cooperative. By serving on association sections and committees, staff expand their knowledge and contribute to the library profession. GCLS staff attended the NJLA Annual Conference and many served as conference presenters and program moderators.
Provide cross-training	Cross-training is ongoing.	Cross-training is ongoing.

GCLS 2013 – 2014 Strategic Plan Implementation
Status Report – Priority II, Objective II-A

Priority II: Services and Programs

Goal: *Meet the community's increasing and changing needs for services and programs that inform, engage and connect.*

Objective II-A: Provide resources and diverse programming to support the library as a community learning center for people of all ages, offering opportunities for learning, creativity and enrichment.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
Partner with the education community to develop and offer innovative programs that support students and life-long learners	<p>GCLS partners with Rowan College at Gloucester County (RCGC) to offer the Workforce Literacy Link at the Glassboro Branch and the Academy of Life-Long Learning at the Greenwich Branch. In January, RCGC will also offer ESL Digital Literacy at Glassboro.</p> <p>Rowan University Young Engineers provides STEM programming on a regular basis at Mullica Hill.</p>	<p>Grant funding for the Workforce Literacy Link and ESL classes offered by Rowan College at Gloucester County (RCGC) ended on July 1, 2015.</p> <p>In-person Homework Help is offered on a weekly basis at the Glassboro Branch by Rowan University student volunteers.</p> <p>Rowan University Young Engineers provides STEM programming on a regular basis at the Glassboro Branch.</p> <p>The MakerStudio@GCLS continues to develop school and community partnerships. MakerStudio staff regularly host groups of teachers from various Gloucester County school districts. Staff made presentations on 3D printing to classes at RCGC and Camden County College.</p> <p>The Director was honored by the Gloucester County Education Association as a recipient of "The Friend of Education" award.</p>

GCLS 2013 – 2014 Strategic Plan Implementation
Status Report – Priority II, Objective II-A Continued

Priority II: Services and Programs

Goal: *Meet the community's increasing and changing needs for services and programs that inform, engage and connect.*

Objective II-A: Provide resources and diverse programming to support the library as a community learning center for people of all ages, offering opportunities for learning, creativity and enrichment.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
Develop and provide programming designed to appeal to adults ages 18 – 30	The Maker Studio provides opportunities for programming that appeal to this age demographic. Maker Mondays is a popular open studio time. Starting in October an Arduino Club began to meet monthly. In addition, a “Fandom Café” is in the planning stages. This group will meet on a regular basis to explore comics/graphic novels and pop culture. Also, through a partnership with a local business, a Board Gaming Group will begin to meet at the library in January.	The Maker Studio continues to provide opportunities for programming that appeal to this age demographic, including coding, fine arts, gardening, cooking, DIY crafts, gaming (Magic The Gathering, board game group), Arduino, 3D printing and design, and classes in Tinkercad and Blender. A reference/programming librarian was hired in 2015 to focus on developing adult programming at Mullica Hill.
Provide resources and programming that support economic development and address the needs of the business community, job seekers and entrepreneurs (Continued on next page)	GCLS partners with RCGC to offer the Workforce Literacy Link at the Glassboro Branch. Technology training classes are offered at the Greenwich Branch and on a one-to-one basis at all branches. GCLS offers numerous online resources that support economic development and address the needs of the business community, job seekers and entrepreneurs, including Reference USA, Learning Express, Fergusons Career Guidance Center and Gale Demographics.	Grant funding for the Workforce Literacy Link and ESL classes offered by Rowan College at Gloucester County (RCGC) ended on July 1, 2015. Technology training classes are offered at the Greenwich Branch and on a one-to-one basis at all branches. One-on-one employment assistance (help with online job applications, resume help) is offered through the GCLS Librarian by Appointment service.

**GCLS 2013 – 2014 Strategic Plan Implementation
Status Report – Priority II, Objective II-A Continued**

Priority II: Services and Programs

Goal: *Meet the community's increasing and changing needs for services and programs that inform, engage and connect.*

Objective II-A: Provide resources and diverse programming to support the library as a community learning center for people of all ages, offering opportunities for learning, creativity and enrichment.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
<p>Provide resources and programming that support economic development and address the needs of the business community, job seekers and entrepreneurs</p> <p>(Continued from previous page)</p>	<p>Monthly outreach visits are provided to the GC One-Stop.</p> <p>GCLS works with GC Economic Development by participating in local business summits.</p> <p>GCLS actively participates in the GC Workforce Investment Board (WIB Coordination Committee, WIB Apprenticeship Committee), GC Chamber of Commerce, Woodbury Chamber of Commerce, Paulsboro Chamber of Commerce, the Greater Swedesboro Business Association and the Southern New Jersey Development Council.</p>	<p>GCLS continues to offer numerous online resources that support economic development and address the needs of the business community, job seekers and entrepreneurs. GCLS cardholders now have access to <i>Universal Class</i>, an online resource that offers over 500 non-credit Continuing Education Courses.</p> <p>Monthly outreach visits are provided to the GC One-Stop.</p> <p>GCLS works with GC Economic Development by participating in local "Town Spotlight" business summits.</p> <p>GCLS actively participates in the GC Workforce Investment Board, GC Chamber of Commerce, Woodbury Chamber of Commerce, Paulsboro Chamber of Commerce, the Greater Swedesboro Business Association and the Southern New Jersey Development Council.</p>

GCLS 2013 – 2014 Strategic Plan Implementation
Status Report – Priority II, Objective II-A Continued

Priority II: Services and Programs

Goal: *Meet the community's increasing and changing needs for services and programs that inform, engage and connect.*

Objective II-A: Provide resources and diverse programming to support the library as a community learning center for people of all ages, offering opportunities for learning, creativity and enrichment.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
<p>Develop and provide diverse cultural, educational and fun programming of interest to all ages</p> <p>(Continued on next page)</p>	<p>In 2014, GCLS has focused on developing cultural, educational and fun programming at all branch locations. Sept 2014 saw 93 adult programs offered system-wide compared with 57 programs offered in Sept. 2013.</p> <p>Following are some of the programs offered:</p> <p>Logan – Black History month programming, author visits, film screening and discussion, poetry night, local history programs, health and wellness programs</p> <p>Swedesboro – Local history programs, DIY craft programs, gardening, health and wellness programs</p> <p>Greenwich – Jazz concerts, Paulsboro students concert, antiques appraisal, gardening, DIY craft</p> <p>Glassboro – Master Gardener Series, calligraphy, Mullica Hill - ChildrenSong of NJ concert, author Bob Shyrock, artist and author Paul Stankard, history of kaleidoscopes program, health and wellness programs, Anime Club, and BELIEF program.</p>	<p>In 2015, GCLS began a Museum Pass program funded by the Friends of GCLS. GCLS adult cardholders may check-out passes for a week at a time to nine different area museums.</p> <p>GCLS continued to offer cultural, educational and fun programming at all branch locations:</p> <p><u>Mullica Hill</u> - Author visits, crochet, Saturday craft club, yoga, writing, health and wellness, antiques, local history, genealogy.</p> <p><u>Glassboro</u> – Calligraphy, fiber arts, health and wellness, gardening, history, employment help</p> <p>National Free Comic Book Day was celebrated at both the Mullica Hill and Glassboro branches.</p> <p><u>Logan</u> – Yoga, history, writers group, music concert, knit/ crochet, DIY craft, history, veterans’ breakfast. The Logan Book Club connected via Apple TV with the Book Club in Logan, Australia.</p> <p><u>Greenwich</u> - African-American art, jazz concert, anime, history, author visit, knit/crochet, DIY crafts, poetry, gardening</p> <p><u>Swedesboro</u> – Sewing, DIY crafts, health and wellness, monarch butterfly, local history, dance. Several branches offered cultural programs provided by the NJ Council for the Humanities. Branches also offer book discussion groups and other regularly scheduled programming.</p>

GCLS 2013 – 2014 Strategic Plan Implementation
Status Report – Priority II, Objective II-A Continued

Priority II: Services and Programs

Goal: *Meet the community's increasing and changing needs for services and programs that inform, engage and connect.*

Objective II-A: Provide resources and diverse programming to support the library as a community learning center for people of all ages, offering opportunities for learning, creativity and enrichment.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
<p>Develop and provide diverse cultural, educational and fun programming of interest to all ages</p> <p>(Continued from previous page)</p>		<p><u>MakerStudio</u> – Coding, fine arts, gardening, cooking, DIY crafts, gaming (Magic The Gathering, board game group), Arduino, 3D printing and design, and classes in Tinkercad and Blender.</p> <p>GCLS was a founding partner in the establishment of NJ Maker Day, a state-wide celebration of Maker culture.</p> <p>All branches offer STEM/STEAM programming.</p> <p>MakerStudio staff partnered with the GC Certified Gardeners, the GC Office of Land Preservation, Mantua Home Depot, Peach Country Tractor and numerous volunteers to create the GCLS Library Garden.</p> <p>As of September, 758 adult programs have been offered in 2015, an increase of 90 programs over the same time period in 2014.</p> <p>Attendance and circulation statistics reflect the success of the 2015 Summer Reading Program, <i>Every Hero Has a Story</i>. GCLS registered 1,486 children and teens. The participants read 16,637 books. There were 301 SRP programs with 7,824 attendees.</p>

GCLS 2013 – 2014 Strategic Plan Implementation
Status Report – Priority II, Objective II-A Continued

Priority II: Services and Programs

Goal: *Meet the community's increasing and changing needs for services and programs that inform, engage and connect.*

Objective II-A: Provide resources and diverse programming to support the library as a community learning center for people of all ages, offering opportunities for learning, creativity and enrichment.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
Develop and provide Homework Help services for students to include online resources and in-library assistance	In-person Homework Help is offered on a weekly basis at the Glassboro Branch by Rowan University student volunteers. Online services such as <i>Tutor.com</i> and <i>BrainFuse</i> have been investigated, but cost is a factor.	<p>In-person Homework Help is offered on a weekly basis at the Glassboro Branch by Rowan University student volunteers.</p> <p>One-on-one research assistance is available through the GCLS Librarian by Appointment service.</p> <p>GCLS now offers <i>Universal Class</i>, an online resource that offers GCLS cardholders access to over 500 non-credit Continuing Education Courses.</p> <p>In 2015, <i>GCLSearch.info</i> was launched, providing users with means to access all of the library's information resources through a single search.</p> <p>Designated <i>Tutor Zones</i> have been established at all branches to support students and tutors working together at the library.</p>
Designate a staff person to coordinate library programming	Branch managers are responsible for branch programming. At Mullica Hill, programming is now coordinated between the Reference and Administration departments.	<p>Branch managers are responsible for branch programming.</p> <p>A reference/programming librarian was hired in 2015 to focus on developing adult programming at Mullica Hill.</p>

GCLS 2013 – 2014 Strategic Plan Implementation
Status Report – Priority II, Objective II-A Continued

Priority II: Services and Programs

Goal: *Meet the community's increasing and changing needs for services and programs that inform, engage and connect.*

Objective II-A: Provide resources and diverse programming to support the library as a community learning center for people of all ages, offering opportunities for learning, creativity and enrichment.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
Solicit community input regarding program offerings	Storytime evaluation forms were distributed in August 2014 at Mullica Hill. MakerStudio evaluation forms are collected on a regular basis.	A program evaluation form has been developed for use at library programs and events. MakerStudio evaluation forms are collected on a regular basis. Librarian-by-Appointment evaluation forms are collected at each session.

GCLS 2013 – 2014 Strategic Plan Implementation
Status Report – Priority II, Objective II-B

Priority II: Services and Programs

Goal: *Meet the community's increasing and changing needs for services and programs that inform, engage and connect.*

Objective II-B: Provide access to library materials in a variety of formats to meet the needs of library customers.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
Include funds in the operating budget to expand and improve the library collection	In 2014, library material funding for print and non-print material remained stable. Funding for eContent increased.	In 2015, library material funding for print and non-print material remained stable. Funding for eContent and eResources increased.
Review and revise the GCLS Collection Development Policy	Review of the GCLS Collection Development Policy has started. The revised policy will be presented to the Commission in 2015.	The first draft of the revised Collection Development policy has been completed.
Weed the collection system-wide. Implement use of collection development and management software to improve the collection and better meet customer demand	The collection has been weeded system-wide. <i>CollectionHQ</i> software is being used to manage the collection and to transfer materials between branches to better meet customer demand.	System-wide weeding of the collection continues on a regular basis. <i>CollectionHQ</i> software continues to be used to manage the collection and to transfer materials between branches.
Expand eContent, including eBooks, eAudio, music, periodicals, and video	In 2014, funding for eContent increased, allowing for purchase of additional eBooks through Overdrive Advantage, and increased eContent in the Gale Virtual Reference Library. Streaming video and TV are now available to GCLS patrons.	<p>In 2015 GCLS increased available eContent through a subscription to <i>hoopla</i> which provides GCLS cardholders access to thousands of movies, television shows, music albums, ebooks, comics, and audiobooks, all available for mobile and online access.</p> <p>New eResources include <i>Universal Class</i> which offers GCLS cardholders access to over 500 online non-credit continuing education courses and <i>ArtistWorks</i> which provides world-class instruction through video lessons from Grammy Award-winning music and artistic professionals.</p> <p>Digital access to The New York Times is now available onsite at all GCLS libraries.</p> <p>Additional titles were added to the library's <i>Zinio</i> digital magazine subscription.</p>

GCLS 2013 – 2014 Strategic Plan Implementation
Status Report – Priority II, Objective II-B Continued

Priority II: Services and Programs

Goal: *Meet the community's increasing and changing needs for services and programs that inform, engage and connect.*

Objective II-B: Provide access to library materials in a variety of formats to meet the needs of library customers.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
Expand the availability of library materials in various languages to meet diverse community needs.		GCLS has a designated World Languages collection, Bi-lingual collection and Foreign Language collection.
Enhance the young adult collection to reflect the needs and interests of teens, including eBooks and graphic novels		<p>The addition of <i>hoopla</i> greatly enhanced the collection of young adult eBooks, eAudiobooks, comics and graphic novels.</p> <p>The print graphic novel collection at Mullica Hill was increased and relocated to the Teen Room.</p>

**GCLS 2013 – 2016 Strategic Plan Implementation
Status Report – Priority II, Objective II-C**

Priority II: Services and Programs

Goal: *Meet the community's increasing and changing needs for services and programs that inform, engage and connect.*

Objective II-C: Engage the community by communicating the value provided by GCLS.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
Pursue having a regular library column in local publications	A quarterly column is now published in the GC Chamber of Commerce magazine, <i>The Voice</i> . Branch managers submit regular columns to the <i>New Town Press</i> on a monthly basis.	<p>A quarterly column is published in the GC Chamber of Commerce magazine, <i>The Voice</i>.</p> <p>An article was published in the Southern NJ Development Council magazine <i>The Chronicle</i>.</p> <p>GCLS contributes a bi-monthly article about library programs and services to "On the Route," the newsletter distributed on the Pureland East-West Community shuttle.</p> <p>GCLS contributes an article for the quarterly Glassboro municipal publication "Boro Briefs."</p> <p>GCLS targeted the business community by placing an advertisement in the GC Chamber of Commerce publication <i>The Voice</i> and in the Southern NJ Development Council publication <i>The Chronicle</i>.</p> <p>Branch managers submit regular columns to the <i>New Town Press</i> and the <i>Sentinel</i> on a monthly basis.</p>

GCLS 2013 – 2014 Strategic Plan Implementation
Status Report – Priority II, Objective II-C Continued

Priority II: Services and Programs

Goal: *Meet the community's increasing and changing needs for services and programs that inform, engage and connect.*

Objective II-C: Engage the community by communicating the value provided by GCLS.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
Create a consistent system-wide brand for library program and marketing materials	The new GCLS logo appears on all marketing materials. Consistent styling is achieved through the use of the <i>LibraryAware</i> software program.	A senior Rowan University work-study marketing student reviewed GCLS marketing materials and created a flyer template for use at all branches. This allowed GCLS to discontinue use of the <i>LibraryAware</i> software program which resulted in a significant cost savings.
Expand librarian outreach to government agencies, schools and community organizations to promote library services (Continued on next page)	<p>Monthly outreach visits are provided to the GC One-Stop.</p> <p>GCLS actively participates in the GC Workforce Investment Board (WIB Coordination Committee, WIB Apprenticeship Committee), GC Chamber of Commerce, Woodbury Chamber of Commerce, Paulsboro Chamber of Commerce, the Greater Swedesboro Business Association and the Southern New Jersey Development Council.</p> <p>GCLS participates in GC Job Resource events.</p> <p>GCLS works with GC Economic Development by being a member of the panel in local business summits.</p> <p>GCLS partners with RCGC to offer the Workforce Literacy Link at the Glassboro Branch and the Academy of Life-Long Learning at the Greenwich Branch. In January, RCGC will also offer ESL Digital Literacy at Glassboro.</p>	<p>Monthly outreach visits continue to the GC One-Stop.</p> <p>GCLS actively participates in the GC Workforce Investment Board (WIB Executive Committee, WIB Apprenticeship Committee), GC Chamber of Commerce, Woodbury Chamber of Commerce, Paulsboro Chamber of Commerce, the Greater Swedesboro Business Association and the Southern New Jersey Development Council.</p> <p>GCLS participates in GC Job Resource events.</p> <p>In 2015, GCLS worked with GC Economic Development by being a member of the panel in four local "Town Spotlight" business summits.</p> <p>GCLS works with Rowan University Young Engineers to provide STEM programming at the Glassboro Branch.</p>

**GCLS 2013 – 2014 Strategic Plan Implementation
Status Report – Priority II, Objective II-C Continued**

Priority II: Services and Programs

Goal: *Meet the community's increasing and changing needs for services and programs that inform, engage and connect.*

Objective II-C: Engage the community by communicating the value provided by GCLS.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
Expand librarian outreach to government agencies, schools and community organizations to promote library services (Continued from previous page)	<p>GCLS works with Rowan University Young Engineers to provide STEM programming at Mullica Hill.</p> <p>Numerous school and community partnerships were developed during the implementation of the MakerStudio@GCLS project.</p> <p>Program and technology training handouts are provided to the 3rd District Legislative Office on a monthly basis.</p> <p>All branches attend numerous back-to-school nights and attend local events such as Swedesboro Day, Logan Day, East Greenwich Day, and Unity Day (Glassboro).</p>	<p>The MakerStudio@GCLS continues to develop school and community partnerships. Staff made presentations on 3D printing to classes at RCGC and Camden County College.</p> <p>Program and technology training handouts are provided to the 3rd District Legislative Office on a monthly basis.</p> <p>All branches attend numerous back-to-school nights and attend local events such as Swedesboro Day, Logan Day, East Greenwich Day, and Unity Day (Glassboro).</p> <p>Presentations about library programs and services have been made to numerous local community organizations such as Rotary and the Family Success Center in Glassboro.</p>

GCLS 2013 – 2014 Strategic Plan Implementation
Status Report – Priority II, Objective II-C Continued

Priority II: Services and Programs

Goal: *Meet the community's increasing and changing needs for services and programs that inform, engage and connect.*

Objective II-C: Engage the community by communicating the value provided by GCLS.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
Provide opportunities for people to relate the positive impact the library has had on their lives. Share their stories with elected officials and the community at large	Branch managers and department heads have been asked to include positive stories in their monthly reports. These stories are shared with the Commission and Freeholder Liaison.	<p>GCLS celebrated "September is Library Card Sign-up Month" in 2015 by asking customers to tell us why having a library card was "cool" by participating in a colorful window-art display.</p> <p>On Oct. 21, 2015, GCLS participated in the state-wide SnapShot Day. Surveys were distributed to library customers at all branches asking people to relate their library stories.</p> <p>Branch managers and department heads continue to share positive customer stories in their monthly reports.</p> <p>Library customers often contact the Director with positive comments about library staff and services. This correspondence is regularly shared with the GCL Commission and the Freeholder Library Liaison.</p> <p>A program evaluation form has been developed for use at library programs and events.</p>

**GCLS 2013 – 2014 Strategic Plan Implementation
Status Report – Priority II, Objective II-C Continued**

Priority II: Services and Programs

Goal: *Meet the community's increasing and changing needs for services and programs that inform, engage and connect.*

Objective II-C: Engage the community by communicating the value provided by GCLS.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
<p>Seek out new opportunities and avenues for communication with library customers</p> <p>(Continued on next page)</p>	<p>GCLS provided for customer input during the online Impact Survey in May 2014.</p> <p>Storytime evaluation forms were distributed at Mullica Hill in August 2014.</p> <p>MakerStudio evaluation forms are distributed on an ongoing basis.</p> <p>The Director and Public Information Officer led a panel presentation at the NJ Library Association Annual Conference in June 2014.</p> <p>The Director, Public Information Officer and Head of Reference and Digital Services provided a presentation to the Full WIB.</p>	<p>GCLS celebrated "September is Library Card Sign-up Month" in 2015 by asking customers to tell us why having a library card was "cool."</p> <p>On Oct. 21, 2015, GCLS participated in the state-wide SnapShot Day. Surveys were distributed to library customers at all branches.</p> <p>A program evaluation form has been developed for use at library programs and events.</p> <p>MakerStudio evaluation forms are distributed on an ongoing basis.</p> <p>The Director and Logan Branch Manager provided a presentation to the Full WIB, sharing job seeker success stories.</p> <p>GCLS Head of Reference and Digital Services was a member of a panel discussing "Makerspaces and the Next Industrial Revolution" at the Delaware Valley Regional Planning Commission's "Breaking Ground 2015" conference at the Union League in Philadelphia. He focused on describing the value of public libraries not only as hosts for makerspaces, but as co-working and collaboration centers, start-up incubators and community anchors.</p>

**GCLS 2013 – 2014 Strategic Plan Implementation
Status Report – Priority II, Objective II-C Continued**

Priority II: Services and Programs

Goal: *Meet the community's increasing and changing needs for services and programs that inform, engage and connect.*

Objective II-C: Engage the community by communicating the value provided by GCLS.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
<p>Seek out new opportunities and avenues for communication with library customers</p> <p>(Continued from previous page)</p>		<p>GCLS targeted the business community by placing an advertisement in the GC Chamber of Commerce publication <i>The Voice</i> and in the Southern NJ Development Council publication <i>The Chronicle</i>.</p> <p>GCLS contributes a bi-monthly article about library programs and services to "On the Route," the newsletter distributed on the Pureland East-West Community shuttle.</p> <p>The GCLS email newsletter is now sent more frequently (2 – 3 times per month) to better communicate news about special events and programs, new resources and services.</p>
Develop and implement a "Library Champion" campaign		
Develop and distribute an annual report	The <i>2013 Year in Review</i> report was published and posted on the GCLS website.	The <i>2014 Year in Review</i> report was published and posted on the GCLS website.
Explore the creation of an ombudsman position to provide information about county and/or municipal services	GCLS staff routinely provide information about county and/or municipal services.	<p>Work has begun on a GCLS member community resource guide (LibGuide) with links to municipal services, local school districts and other local resources.</p> <p>GCLS staff routinely provide information about county and/or municipal programs and services.</p>

GCLS 2013 – 2016 Strategic Plan Implementation
Status Report – Priority III, Objective III-A

Priority III: Technology

Goal: *Expand and enhance library services by improving the existing technology infrastructure and staying current with emerging technologies.*

Objective III-A: Provide new technology services in response to community interests and needs.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
Create a committee of qualified staff to evaluate current and emerging technologies for possible implementation. Invite a GCL Commissioner to participate		<p>In 2015, a reference/ technology training librarian was hired to assist with evaluation and implementation of emerging technologies.</p> <p>GCLS now offers <i>Universal Class</i>, an online resource that offers GCLS staff members and GCLS card holders access to over 500 non-credit Continuing Education Courses, including technology training.</p>
<p>Provide a “Maker Space” at Mullica Hill</p> <p>(Continued on next page)</p>	The MakerStudio@GCLS and MakerStudio Jr. opened at Mullica Hill on July 26, 2014. Maker carts are available at all branches. Funding was provided through an award from the NJ State library and LibraryLink NJ.	<p>In 2015, a second 3D printer was added to the MakerStudio@GCLS and the digital media lab was upgraded to support analog to digital conversion.</p> <p>MakerStudio program offerings have been expanded to include coding, fine arts, gardening, cooking, DIY crafts, gaming, Arduino, 3D printing and design, and classes in Tinkercad and Blender.</p> <p>GCLS was a founding partner in the establishment of NJ Maker Day, a state-wide celebration of Maker culture.</p> <p>Staff partnered with the GC Certified Gardeners, the GC Office of Land Preservation, Mantua Home Depot, Peach Country Tractor and numerous volunteers to create the GCLS Library Garden.</p>

GCLS 2013 – 2016 Strategic Plan Implementation
Status Report – Priority III, Objective III-A Continued

Priority III: Technology

Goal: *Expand and enhance library services by improving the existing technology infrastructure and staying current with emerging technologies.*

Objective III-A: Provide new technology services in response to community interests and needs.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
Provide a “Maker Space” at Mullica Hill (Continued from previous page)		A Mini-MakerStudio for toddlers was opened at Mullica Hill in 2015. The DesignStudio@GCLS will open in 2016 at Mullica Hill, funded by an ALSC grant. A MakerStudio was opened at the Logan Branch.
Provide hands-on learning opportunities for customers and staff to become familiar with emerging technologies		In 2015, a reference/technology training librarian was hired to provide hands-on learning opportunities for customers and staff to become familiar with emerging technologies.
Consider circulation of eReader devices with preloaded titles		After consideration, it was determined that the drawbacks to circulating devices, including the cost to purchase and maintain the devices, outweighed the benefits to library customers.
Provide additional bilingual AWE computers for preschoolers	The Friends of GCLS purchased additional bilingual AWE computers for Mullica Hill, Glassboro, and Greenwich. AWE computers were purchased for Logan and Swedesboro by the Greater Swedesboro Business Association.	GCLS continues to maintain and replace bilingual AWE computers. Access to <i>ABCmouse.com</i> is now available at all branches on all computers in the children’s area. <i>ABCMouse.com</i> is a comprehensive online learning resource for ages 2 – 6 that includes language and literacy, math, social studies, arts, and music.

GCLS 2013 – 2016 Strategic Plan Implementation
Status Report – Priority III, Objective III-A Continued

Priority III: Technology

Goal: *Expand and enhance library services by improving the existing technology infrastructure and staying current with emerging technologies.*

Objective III-A: Provide new technology services in response to community interests and needs.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
Plan for collaborative study spaces, to include appropriate technology.	A fully equipped collaborative study space is included in the MakerStudio@GCLS.	<p>The MakerStudio@GCLS functions as a collaborative community learning space.</p> <p>The DesignStudio@GCLS will open in 2016 at Mullica Hill, funded by an ALSC grant. Collaboration will be encouraged in the DesignStudio space.</p> <p>A MakerStudio was opened at the Logan Branch.</p>

GCLS 2013 – 2016 Strategic Plan Implementation
Status Report – Priority III, Objective III-B

Priority III: Technology

Goal: *Expand and enhance library services by improving the existing technology infrastructure and staying current with emerging technologies.*

Objective III-B: Use technology and software to improve staff efficiency and enhance customer service.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
Provide for self-service check-out at all locations	Self-check kiosks have been installed at all branch locations.	The Novelist Select <i>Recommended Reads</i> feature has been installed on all self-check machines, along with the ability to place holds on the recommended titles.
Implement the use of collection development and management software to improve the collection and better meet customer demand	<i>CollectionHQ</i> software is being used to manage the collection and to transfer materials between branches to better meet customer demand.	<i>CollectionHQ</i> software continues to be used to manage the collection and to transfer materials between branches to better meet customer demand. GCLS has upgraded to <i>Title Source 360</i> to streamline the selection, processing and delivery of library materials.
Implement online staff scheduling software to simplify the process of providing adequate public area coverage system-wide	Google Doc spreadsheets are used for basic staff scheduling. Implementation of <i>Schedule3W</i> , a more robust staff scheduling software, is in process.	Upon further review, it was determined that <i>Schedule 3W</i> did not meet staff scheduling needs. Hosted solutions are under consideration.
Redesign the staff intranet	The staff intranet is now available to all staff on Google Drive.	The staff intranet is available to all staff on Google Drive.
Implement the use of software to create a consistent system-wide brand for library program and marketing materials	Consistent styling is achieved through the use of the <i>LibraryAware</i> software program.	A senior Rowan University work-study marketing student reviewed GCLS marketing materials and created a flyer template for use at all branches. This allowed GCLS to discontinue use of the <i>LibraryAware</i> software program which resulted in a significant cost savings.

GCLS 2013 – 2016 Strategic Plan Implementation
Status Report – Priority III – Objective III-C

Priority III: Technology

Goal: *Expand and enhance library services by improving the existing technology infrastructure and staying current with emerging technologies.*

Objective III-C: Continually evaluate and update the GCLS website.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
Investigate ways to improve the catalog search function through use of discovery services or software applications	The LOGIN consortium now subscribes to the Ebsco Discovery Service (EDS). It is anticipated that EDS will be live by the end of Oct. 2014.	In 2015, <i>GCLSearch.info</i> was launched, providing users with means to access all of the library's information resources through a single search.
Enhance collection information through use of widgets to provide new book lists		Funding is currently unavailable for the new book widget enhancement.
Improve mobile presence	GCLS is in the process of implementing “responsive design” of our website in order to improve access on all mobile devices.	Access on all mobile devices has improved with the successful implementation of “responsive design.” The changes to the GCLS website were completed with the help of a professional web developer consultant.
Create research guides specific to community needs	GCLS reference staff have created 17 LibGuides to date. In 2014, GCLS received a National Association of Counties Achievement Award for the Libguides created in response to the Paulsboro train derailment and the Solvay water contamination.	GCLS reference staff have created 23 LibGuides to date. Work has begun on a GCLS member community resource guide (LibGuide) with links to municipal services, local school districts and other local resources.
Create digital content highlighting local historical and/or artistic collections and make it available online		In 2015, a volunteer archivist physically organized the Glassboro High School historic collection, creating a basic descriptive finding guide. Grants and partnerships are being sought to fund completion of the project. Several staff members have attended trainings at the Conservation Center for Art and Historic Artifacts in Philadelphia.

GCLS 2013 – 2016 Strategic Plan Implementation
Status Report – Priority III, Objective III-D

Priority III: Technology

Goal: *Expand and enhance library services by improving the existing technology infrastructure and staying current with emerging technologies.*

Objective III-D: Develop a system-wide strategy for maintenance and replacement of public and staff computers.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
Perform a system-wide technology audit	A system-wide technology audit was performed as part of the Edge Initiative assessment.	A system-wide technology audit was completed in 2014.
Improve capability of remote maintenance of staff and public area computers	GCLS has engaged EIRC to provide improved remote maintenance capability.	
Develop a hardware and software replacement schedule	An inventory of public and staff hardware has been completed. All XP computers have been replaced. Vista computers will need to be replaced before April 2016.	All Vista computers were replaced in 2015. A 5 year hardware and software replacement schedule has been developed.
Investigate the use of portable devices for public and staff use	All branches have laptops for use by the public. All branches have iPads for use by staff. The LOGIN consortium now subscribes to Sirsi Mobile Circ which allows for staff use of iPads for circulation, customer registration and inventory. Staff also use iPads in programming.	All branches have laptops for use by the public. All branches have iPads for use by staff. After consideration, it was determined that the drawbacks to circulating devices, including the cost to purchase and maintain the devices, outweighed the benefits to library customers.

GCLS 2013 – 2016 Strategic Plan Implementation
Status Report – Priority III, Objective III-E

Priority III: Technology

Goal: *Expand and enhance library services by improving the existing technology infrastructure and staying current with emerging technologies.*

Objective III-E: Review network infrastructure with a goal to increase efficiencies and improve performance.

Action Steps	Status as of 10/22/14	Status as of 10/28/14
Reduce number of network servers by moving services and applications to the cloud	In 2014, a new virtualized server was installed, replacing several aging servers.	The number of network servers was reduced in 2014. Services currently hosted off-site include the GCLS website and staff email. Staff files are being migrated to Google Drive. An ongoing goal is to increase use of cloud-based services.
Review broadband capability to determine if/when upgrades are needed	Broadband capability was reviewed as part of the Edge Initiative assessment. Upgraded capability is needed at the Glassboro Branch and will be considered when funding allows.	A review of broadband capability was completed in 2014. Upgraded capability will be considered when funding allows.
Investigate use of technology services provided by other agencies	GCLS has a shared services agreement with RCGC for a part time IT technician. GCLS has engaged the services of EIRC and Mercury Consulting to review and improve network structure and security.	GCLS has purchased new upgraded replacement and additional Wi-Fi access points for all branches through federal E-Rate funding. The New Jersey State Library will provide support and installation assistance for the hosted portion of the service.

GCLS 2013 – 2016 Strategic Plan Implementation
Status Report – Priority IV, Objective IV-A

Priority IV: Facilities

Goal: *Provide 21st century library facilities throughout the county to serve as community learning centers for residents of GCLS member communities and beyond.*

Objective IV-A: Provide comfortable and inviting spaces to meet the needs of library customers.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
Repurpose space, when possible, to provide additional comfortable seating areas and/or space for additional technology	Self-check kiosks have been installed at all branches. Additional seating areas have been provided at Mullica Hill.	A MakerStudio was opened at the Logan Branch in an area previously used for storage. Moving/shifting the print collection at Mullica Hill has allowed for additional programming space and more natural light. The DesignStudio@GCLS will open in 2016 at Mullica Hill in a space currently occupied by a small computer lab. Furniture and shelving were rearranged at Glassboro to provide for better sight lines and the placement of a new reference desk.
Plan for additional quiet and collaborative study spaces, to include appropriate technology	A fully equipped collaborative study space is included in the MakerStudio@GCLS.	The MakerStudio@GCLS functions as a collaborative community learning space. The DesignStudio@GCLS will open in 2016 at Mullica Hill, funded by an ALSC grant. Collaboration will be encouraged in the DesignStudio space. A MakerStudio was opened at the Logan Branch. Designated <i>Tutor Zones</i> have been established at all branches to support students and tutors working together at the library.

GCLS 2013 – 2016 Strategic Plan Implementation
Status Report – Priority IV, Objective IV-A Continued

Priority IV: Facilities

Goal: *Provide 21st century library facilities throughout the county to serve as community learning centers for residents of GCLS member communities and beyond.*

Objective IV-A: Provide comfortable and inviting spaces to meet the needs of library customers.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
Work with the county to provide at least one interior digital message board at each branch location		Two electronic digital message boards have been provided at Mullica Hill; two at Swedesboro and one at Glassboro.

GCLS 2013 – 2014 Strategic Plan Implementation
Status Report – Priority IV, Objective IV-B

Priority IV: Facilities

Goal: Provide 21st century library facilities throughout the county to serve as community learning centers for residents of GCLS member communities and beyond.

Objective IV-B: Evaluate existing GCLS library facilities in terms of accessibility, building maintenance, safety and disaster preparedness.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
Perform a building audit at each location, noting facility condition and needed maintenance or repairs	Safety and maintenance issues are reviewed on a monthly basis during routine maintenance visits. Work-orders are submitted by branch managers as needed and addressed in a timely fashion.	Safety and maintenance issues continue to be reviewed on a monthly basis during routine maintenance visits.
Gather necessary information and complete building operation manual for each facility	Building operation manuals for each GCLS facility are scheduled to be completed and distributed by November 2014.	Building operation manuals for each branch were completed in 2014. The manuals are updated and revised as needed.
Provide appropriate staff safety training offered through the Gloucester County Insurance Commission.	Designated staff attended numerous safety trainings including: ergonomics, managing workforce safety and reducing claims, safety and emergency preparedness, and fire extinguisher training. All GCLS supervisors attended Employee Assistance Program training. All staff attended Child Abuse Prevention training.	Designated staff attended numerous safety trainings including: ergonomics, managing workforce safety and reducing claims, safety and emergency preparedness, and fire extinguisher training. All GCLS supervisors attended Employee Assistance Program training in 2015.
Complete review of interior, on-site and street signage		
Review and update building security systems	Additional security cameras have been purchased for the Greenwich Branch. The Borough of Swedesboro has budgeted for additional security cameras and an improved DVR for the Swedesboro Branch. Additional security cameras are under consideration for the Glassboro Branch. Locks have been installed on the Glassboro Branch public restrooms.	Additional security cameras have been purchased for the Glassboro Branch. A security camera has been installed in the elevator at the Swedesboro Branch.

GCLS 2013 – 2014 Strategic Plan Implementation
Status Report – Priority IV, Objective IV-B Continued

Priority IV: Facilities

Goal: Provide 21st century library facilities throughout the county to serve as community learning centers for residents of GCLS member communities and beyond.

Objective IV-B: Evaluate existing GCLS library facilities in terms of accessibility, building maintenance, safety and disaster preparedness.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
Update the GCLS Disaster Preparedness and Recovery Manual	The OPAL disaster response form has been completed for all GCLS facilities. Necessary emergency preparedness supplies have been ordered for each facility.	The GCLS Disaster Preparedness and Recovery Manual is updated and revised as needed.
Work with county and municipal officials to identify possible ways for GCLS to assist in periods of extreme weather and/or natural disasters		Discussions with the GC Office of Emergency Management and Gloucester County administration are ongoing.

GCLS 2013 – 2014 Strategic Plan Implementation
Status Report – Priority IV, Objective IV-C

Priority IV: Facilities

Goal: Provide 21st century library facilities throughout the county to serve as community learning centers for residents of GCLS member communities and beyond.

Objective IV-C: Evaluate existing GCLS library facilities in terms of future needs and projected demographics with a focus on regional service areas within the county.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
Work with Borough officials to provide a new facility in Glassboro that will serve as a regional library and technology/community center that will meet the needs of the expanding populations of Glassboro, Clayton, Elk Township, and the Rowan University community	Discussions with borough officials are ongoing. The NJ Library Association is advocating for a state construction bond fund for library construction. A survey was completed for Glassboro Branch.	In 2015, bills were introduced in the New Jersey State Legislature (A3966/S2893) calling for a Library Construction Bond Act. Funding was not included in the NJ State budget. There has been no progress to-date in gaining support from Borough administration for the construction of a new Glassboro Library.
Review the need for expansion of the Logan Township Branch	The NJ Library Association is advocating for a state construction bond fund for library construction. A survey was completed for Logan Branch. In Sept. 2014, the Township of Logan approved funding for a recreation area adjacent to the library.	The Township of Logan completed construction of a recreation area adjacent to the Logan Library.
Be open to shared services agreements that would expand service to under-served areas of the county		The Director has responded to inquiries from local officials regarding GCLS services.

GCLS 2013 – 2014 Strategic Plan Implementation
Status Report – Priority V, Objective V-A

Priority V: Funding

Goal: Provide outstanding 21st century library service by remaining fiscally responsible and securing the long-term financial health of GCLS.

Objective V-A: Secure support for stable library funding from elected officials and residents.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
Communicate with county local government officials on a regular basis to encourage support of the annual GCLS operating budget	<p>The Freeholder Liaison receives the Director's monthly report.</p> <p>The Director attends county administrative meetings 3 times /year and provides information to county officials regarding GCLS accomplishments.</p> <p>GCLS has established strong working relationships with county departments and agencies.</p> <p>The Director met with representatives from the 3rd and 4th Legislative Districts to discuss library issues and statewide funding initiatives.</p> <p>Program and technology training handouts are provided to the 3rd District Legislative Office on a monthly basis.</p>	<p>The Freeholder Liaison receives the Director's monthly report.</p> <p>The Director attends county administrative meetings 3 times /year and provides information to county officials regarding GCLS accomplishments.</p> <p>GCLS has established strong working relationships with county departments and agencies.</p> <p>The Director met with representatives from the 3rd and 4th Legislative Districts to discuss library issues and statewide funding initiatives.</p> <p>Program and technology training handouts are provided to the 3rd District Legislative Office on a monthly basis.</p> <p>Library outreach, partnerships and collaboration with business, education and local community organizations has increased understanding and support of library services and programs.</p>
Incorporate strategic plan recommendations into the GCLS operating budget over the period covered by the plan	In 2014, the library budget included funding for a youth services librarian at the Glassboro Branch and increased funding for eContent.	In 2015, the library budget included funding for additional professional librarians, upgraded computers, additional programming and increased funding for eContent and eResources.

GCLS 2013 – 2014 Strategic Plan Implementation
Status Report – Priority V, Objective V-A Continued

Priority V: Funding

Goal: Provide outstanding 21st century library service by remaining fiscally responsible and securing the long-term financial health of GCLS.

Objective V-A: Secure support for stable library funding from elected officials and residents.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
<p>Engage the community and local and regional businesses by communicating the value provided by GCLS</p> <p>(Continued on next page)</p>	<p>GCLS partners with RCGC to offer the Workforce Literacy Link at the Glassboro Branch.</p> <p>Technology training classes are offered at the Greenwich Branch and on a one-to-one basis at all branches.</p> <p>GCLS offers numerous online resources that support economic development and address the needs of the business community, job seekers and entrepreneurs, including Reference USA, Learning Express, Fergusons Career Guidance Center and Gale Demographics.</p> <p>Monthly outreach visits are provided to the GC One-Stop.</p> <p>GCLS participates in GC Job Resource Events.</p> <p>GCLS works with GC Economic Development by participating in local business summits.</p> <p>GCLS actively participates in the GC Workforce Investment Board (WIB Coordination Committee, WIB Apprenticeship Committee), GC Chamber of Commerce, Woodbury Chamber of Commerce, Paulsboro Chamber of Commerce and the Greater Swedesboro Business Association and the Southern New Jersey Development Council.</p>	<p>Monthly outreach visits are provided to the GC One-Stop.</p> <p>GCLS works with GC Economic Development by participating in local "Town Spotlight" business summits.</p> <p>GCLS actively participates in the GC Workforce Investment Board, GC Chamber of Commerce, Woodbury Chamber of Commerce, Paulsboro Chamber of Commerce, the Greater Swedesboro Business Association and the Southern New Jersey Development Council.</p> <p>A quarterly column is published in the GC Chamber of Commerce magazine, <i>The Voice</i>.</p> <p>An article was published in the Southern NJ Development Council magazine <i>The Chronicle</i>.</p> <p>GCLS contributes a bi-monthly article about library programs and services to "On the Route," the newsletter distributed on the Pureland East-West Community shuttle.</p> <p>GCLS contributes an article for the quarterly Glassboro municipal publication "Boro Briefs."</p>

**GCLS 2013 – 2014 Strategic Plan Implementation
Status Report – Priority V, Objective V-A Continued**

Priority V: Funding

Goal: Provide outstanding 21st century library service by remaining fiscally responsible and securing the long-term financial health of GCLS.

Objective V-A: Secure support for stable library funding from elected officials and residents.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
Engage the community and local and regional businesses by communicating the value provided by GCLS (Continued from previous page)		GCLS targeted the business community by placing an advertisement in the GC Chamber of Commerce publication <i>The Voice</i> and in the Southern NJ Development Council publication <i>The Chronicle</i> . Branch managers submit regular columns to the <i>New Town Press</i> and the <i>Sentinel</i> on a monthly basis.
Develop and distribute an annual report	The <i>2013 Year in Review</i> report was published and posted on the GCLS website.	The <i>2014 Year in Review</i> report was published and posted on the GCLS website.

GCLS 2013 – 2016 Strategic Plan Implementation
Status Report – Priority V, Objective V-B

Priority V: Funding

Goal: *Provide outstanding 21st century library service by remaining fiscally responsible and securing the long-term financial health of GCLS.*

Objective V-B: Explore sources of alternative revenue to support library programs and services.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
Explore creation of a Library Foundation to provide financial support for library programs and services through fund development activities		Research has begun into forming a Library Foundation.
Provide a web-based opportunity for individual financial donations		The Friends of GCLS are pursuing other fundraising opportunities.
Explore additional shared services and other collaborative efforts with local municipalities, county departments and agencies	GCLS has a shared services agreement with RCGC for a part time IT technician.	<p>GCLS has a shared services agreement with RCGC for a part time IT technician.</p> <p>GCLS is now a designated off-campus location for the Rowan University Federal Work-Study Student Employment Program. In 2015, three students served at Mullica Hill and one at Glassboro.</p> <p>GCLS has entered into an agreement with Experience Works, Inc. as part of the federally subsidized Senior Community Service Employment Program. An Experience Works employee currently serves at the Logan Branch.</p> <p>GCLS Mullica Hill is a designated stop on the Pureland East-West Community Shuttle. The GC Sheriff's Department provided on-site security when needed at the Glassboro Branch.</p>

GCLS 2013 – 2016 Strategic Plan Implementation
Status Report – Priority V, Objective V-B Continued

Priority V: Funding

Goal: *Provide outstanding 21st century library service by remaining fiscally responsible and securing the long-term financial health of GCLS.*

Objective V-B: Explore sources of alternative revenue to support library programs and services.

Action Steps	Status as of 10/22/14	Status as of 10/28/15
Develop partnerships with businesses and community organizations to provide funding for library programs or services		<p>Mantua Home Depot provides DIY programming at Mullica Hill at no cost to GCLS.</p> <p>MakerStudio staff partnered with the GC Certified Gardeners, the GC Office of Land Preservation, Mantua Home Depot, Peach Country Tractor and numerous volunteers to create the GCLS Library Garden.</p> <p>The Greenwich Township Exxon-Mobil Work Study Program provided three high school students who assisted with the Summer Reading program at the Greenwich Branch.</p>
Pursue grant funding and/or corporate sponsorship for technology related programs	<p>GCLS received \$12,500 in funding for the MakerStudio@GCLS project from the NJ State Library and LibraryLink NJ.</p> <p>GCLS was awarded the NJ Council for the Humanities Book Award collection.</p> <p>GCLS was selected to offer a Google Maker Camp from July 7 through August 15, 2014.</p>	<p>The DesignStudio@GCLS will open in 2016 at Mullica Hill, funded by a \$7,500 ALSC grant.</p> <p>A \$1,000 donation from Target Corp. allowed for the purchase of a 3D printer for the MakerStudio Jr. at Mullica Hill.</p>
Consider offering fee-based services		
Review existing fine and fee structure	The cost of annual non-resident GCLS membership was increased in 2014 to more closely reflect the amount of dedicated library tax paid by homeowners in GCLS member communities.	The overdue fine for 3-Day Express DVDs has been increased to \$1.00 per day.