

# **Our Library, Our Future**



**GLOUCESTER COUNTY  
LIBRARY SYSTEM**

## **Strategic Plan**

**2013-2016**

**Implementation Status Report**

**As of 10/22/2014**

**GCLS 2013 – 2014 Strategic Plan Implementation  
Status Report as of 10/22/14**

**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.

<b>Action Steps</b>	<b>Status as of 10/22/14</b>
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.
Review staffing needs to achieve an appropriate balance of full time and part time personnel	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.
Review and revise departmental structure and procedures	Department heads have been asked to submit department procedure manuals. Review of department structure is in process.

**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
As openings occur, require that branch managers are certified professional librarians	No branch manager openings have occurred.
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.
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.
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.
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.
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.

**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.

<b>Action Steps</b>	<b>Status as of 10/22/14</b>
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.
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.
Provide cross-training	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
Partner with the education community to develop and offer innovative programs that support students and life-long learners	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. Rowan University Young Engineers provides STEM programming on a regular basis at Mullica Hill.
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.
Provide resources and programming that support economic development and address the needs of the business community, job seekers and entrepreneurs	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. Monthly outreach visits are provided to the GC One-Stop. GCLS works with GC Economic Development by participating in local business summits. 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.

**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.

<p>Develop and provide diverse cultural, educational and fun programming of interest to all ages</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. Following are some of the programs offered:          Logan – Black History month programming, author visits, film screening and discussion, poetry night, local history programs, health and wellness programs          Swedesboro – Local history programs, DIY craft programs, gardening, health and wellness programs          Greenwich – Jazz concerts, Paulsboro students concert, antiques appraisal, gardening, DIY craft          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. Branches also offer book discussion groups and other regularly scheduled programming</p>
<p>Develop and provide Homework Help services for students to include online resources and in-library assistance</p>	<p>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>
<p>Solicit community input regarding program offerings</p>	<p>Storytime evaluation forms were distributed in August 2014 at Mullica Hill. MakerStudio evaluation forms are collected on a regular basis.</p>
<p>Designate a staff person to coordinate library programming</p>	<p>Branch managers are responsible for branch programming. At Mullica Hill, programming is now coordinated between the Reference and Administration departments.</p>

**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.

<b>Action Steps</b>	<b>Status as of 10/22/14</b>
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.
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.
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.
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.
Expand the availability of library materials in various languages to meet diverse community needs.	
Enhance the young adult collection to reflect the needs and interests of teens, including eBooks and graphic novels	



**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.

<b>Action Steps</b>	<b>Status as of 10/22/14</b>
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.
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.
Expand librarian outreach to government agencies, schools and community organizations to promote library services	<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>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 3<sup>rd</sup> 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>

**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.

<p>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</p>	<p>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>
<p>Seek out new opportunities and avenues for communication with library customers</p>	<p>GCLS provided for customer input during the online Impact Survey in May 2014. Storytime evaluation forms were distributed at Mullica Hill in August 2014. MakerStudio evaluation forms are distributed on an ongoing basis. The Director and Public Information Officer led a panel presentation at the NJ Library Association Annual Conference in June 2014. The Director, Public Information Officer and Head of Reference and Digital Services provided a presentation to the Full WIB.</p>
<p>Develop and implement a “Library Champion” campaign</p>	
<p>Develop and distribute an annual report</p>	<p>The <i>2013 Year in Review</i> report was published and posted on the GCLS website.</p>
<p>Explore the creation of an ombudsman position to provide information about county and/or municipal services</p>	<p>GCLS staff routinely provide information about county and/or municipal 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.

<b>Action Steps</b>	<b>Status as of 10/22/14</b>
Create a committee of qualified staff to evaluate current and emerging technologies for possible implementation. Invite a GCL Commissioner to participate	
Provide a “Maker Space” at Mullica Hill	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.
Provide hands-on learning opportunities for customers and staff to become familiar with emerging technologies	
Consider circulation of eReader devices with preloaded titles	
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.
Plan for collaborative study spaces, to include appropriate technology	A fully equipped collaborative study space is included in the MakerStudio@GCLS.

**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.

<b>Action Steps</b>	<b>Status as of 10/22/14</b>
Provide for self-service check-out at all locations	Self-check kiosks have been installed at all branch locations.
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.
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.
Redesign the staff intranet	The staff intranet is now 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.

**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.

<b>Action Steps</b>	<b>Status as of 10/22/14</b>
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.
Enhance collection information through use of widgets to provide new book lists	
Improve mobile presence	GCLS is in the process of implementing “responsive design” of our website in order to improve access on all mobile devices.
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.
Create digital content highlighting local historical and/or artistic collections and make it available online	

**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.

<b>Action Steps</b>	<b>Status as of 10/22/14</b>
Perform a system-wide technology audit	A system-wide technology audit was performed as part of the Edge Initiative assessment.
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.
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.

**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.

<b>Action Steps</b>	<b>Status as of 10/22/14</b>
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.
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.
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 2013 – 2016 Strategic Plan Implementation**  
**Status Report – Priority IV, Objective IV-A**

**Priority IV: Facilities**

**Goal:** *Provide 21<sup>st</sup> 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.

<b>Action Steps</b>	<b>Status as of (date)</b>
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.
Plan for additional quiet and collaborative study spaces, to include appropriate technology	A fully equipped collaborative study space is included in the MakerStudio@GCLS.
Work with the county to provide at least one interior digital message board at each branch location	



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

**Priority IV: Facilities**

**Goal:** Provide 21<sup>st</sup> 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.

<b>Action Steps</b>	<b>Status as of 10/22/14</b>
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.
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.
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.
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.
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.
Work with county and municipal officials to identify possible ways for GCLS to assist in periods of extreme weather and/or natural disasters	

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

**Priority IV: Facilities**

**Goal:** Provide 21<sup>st</sup> 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.

<b>Action Steps</b>	<b>Status as of 10/22/14</b>
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.
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.
Be open to shared services agreements that would expand service to under-served areas of the county	

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

**Priority V: Funding**

**Goal:** *Provide outstanding 21<sup>st</sup> 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
Communicate with <b>county local government</b> officials on a regular basis to encourage support of the annual GCLS operating budget	<p>The Freeholder Liaison receives the Director’s monthly report. The Director attends county administrative meetings 3 times /year and provides information to county officials regarding GCLS accomplishments. GCLS has established strong working relationships with county departments and agencies.</p> <p>The Director met with representatives from the 3<sup>rd</sup> and 4<sup>th</sup> Legislative Districts to discuss library issues and statewide funding initiatives.</p> <p>Program and technology training handouts are provided to the 3<sup>rd</sup> District Legislative Office on a monthly basis.</p>
Incorporate strategic plan recommendations into the GCLS operating budget over the period covered by the plan	<p>In 2014, the library budget included funding for a youth services librarian at the Glassboro Branch and increased funding for eContent.</p>
Engage the community and local and regional businesses by communicating the value provided by GCLS	<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. GCLS participates in GC Job Resource Events. 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>
Develop and distribute an annual report	<p>The <i>2013 Year in Review</i> report was published and posted on the GCLS website.</p>

## GCLS 2013 – 2016 Strategic Plan Implementation

### Status Report – Priority V, Objective V-B

#### Priority V: Funding

**Goal:** *Provide outstanding 21<sup>st</sup> 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
Explore creation of a Library Foundation to provide financial support for library programs and services through fund development activities	
Provide a web-based opportunity for individual financial donations	
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.
Develop partnerships with businesses and community organizations to provide funding for library programs or services	
Pursue grant funding and/or corporate sponsorship for technology related programs	GCLS received \$12,500 in funding for the MakerStudio@GCLS project from the NJ State Library and LibraryLink NJ. GCLS was awarded the NJ Council for the Humanities Book Award collection. GCLS was selected to offer a Google Maker Camp from July 7 through August 15, 2014.
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.