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## A. Introduction

**Mission:** To educate, entertain, and energize the Broome County community.

**Vision:** The Broome County Public Library is dedicated to ensuring that every resident has access to the information and knowledge needed to prosper in their professions, businesses, schools and homes.

**Philosophy:** The Broome County Public Library is committed to freedom of information and the development of facilities, programs, services and collections responsive to community needs. We believe the community is best served by a library that is visible and involved. We will promote continued professional development for our staff so that public confidence and trust can be maintained. We believe that high quality and cost effectiveness require teamwork among our creative and competent staff, volunteers, and Board of Trustees. Our team will strive to create a comfortable atmosphere conducive to educational, informational, cultural, and recreational pursuits.

### Planning Approach

- BCPL's Mission, Vision, and Philosophy as stated above were not written for this plan and are due to be updated, a process that is included in the plan as a future action step. Nevertheless, they have guided the creation of this plan as we have worked to ensure that every step is mission driven.
- We have worked to ensure that this plan is responsive to community needs. To this end, we conducted a community needs assessment. A full analysis of the results can be found in Appendix 1. Our data was collected through a widely-distributed survey that received 546 valid responses. While this is a solid foundation for the purposes of writing this plan, we are mindful of the need to collect a wider sample in the future.
- In addition to the Board of Trustees, our Planning Committee included representation from Library Administration and Department Heads. Additional feedback was solicited from Library staff representing all departments.
- We followed the approach outlined by Sandra Nelson in her book *Strategic Planning for Results* which was published by ALA Editions in 2008. In 2020, the committee reviewed Nelson's "Public Library Service Responses" (p. 143-214) and chose five to use as goals for the 2021-2023 Strategic Plan. We also added an additional goal to cover the work of strengthening the Library organization. For the 2024-2028 Strategic Plan, the committee chose to continue the focus on these six goals.

### Definitions

- Goal:** The benefit that BCPL will provide to the Broome County community through specific services, programs, and resources
- Objective:** A specific service, program, or resource that is defined by its intended outcome
- Action:** A measurable step towards an objective
- Responsible Positions:** Members of the BCPL organization who are responsible for an action

**A. 2024-2028 Goals, Objectives, and Action Plan**

**Goal 1. Strengthen the Library and Build Organizational Resilience**

Objectives	Actions	Target Date	Responsible Positions
1. Sustaining Actions	1a. Update funding plan annually in response to budget meetings and community needs.	Annually in June	Library Director, Principal Account Clerk, Board Treasurer & Finance Committee
	1b. Produce a professional Annual Report that represents the Library to stakeholders.	Annually in April	Library Director, Librarian II for Information Services, Marketing Committee
	1c. Review and report updates to strategic plan bi-annually to Board of Trustees	Annually in November and May	Planning Committee, Library Director
	8a. Planning committee meets biannually to assess progress and update the strategic plan and reports to the Board of Trustees.	Annually in October/November and April/May	Planning Committee, Library Director
2. Sustain and expand current funding levels through diversified funding strategies.	2a. Review capacity for pilot programs, both staff time and funding.	2025	Library Director, Assistant Library Director, Department Heads
	2b. Consider what sustained funding sources and partnerships will be for pilot programs that are transitioning to fully integrated programs; including but not limited to, the Peer Support Room and Farm to Library programs.	2025	Library Director, Finance Committee
	2c. Consider BCPL Trust fund spending plan.	2026	Library Director, Finance Committee
3. Maintain current staff levels while continuing to rebuild staff positions to appropriate levels.	3a. Prioritize the creation of positions to support the growth and development of the library	Ongoing	Library Director, Assistant Library Director, Department Heads

	3b. Complete a thorough analysis of long-term staffing needs	2024	Library Director and Assistant Director, Department Heads
	3c. Formalize procedure to gather staff input annually, to be shared with the Board.	2026	Library Director and Assistant Director, Department Heads
	3d. Fill the FT Principal Account Clerk position	2025	Library Director and Assistant Director
	3e. Revise performance review process to emphasize meaningful feedback	2024	Library Director, Assistant Library Director, Department Heads, Staff
	3f. Develop professional development and/or training plans for all staff members based on self-assessment and the scope of new services	2025	Library Director, Assistant Library Director, Department Heads, Staff
	3g. Work to breakdown any real or perceived barriers and silos between departments by cross training staff and continuing to improve interdepartmental communications.	2027	Library Director, Assistant Library Director, Department Heads
4. Continue to ensure BCPL is meeting the needs of the community.	4a. Disseminate annual community needs assessment; use surveys in targeted areas of interest biennially	Annually/biennially	Librarian II for Information Services
	4b. Assess process for handling book challenges in light of the current increase in book challenges	2025	Board of Trustees, Library Director, Assistant Library Director
	4c. Continue to engage community partners who can speak to community needs (e.g. AVRE, BC Health Dept, Catholic Charities, ACA, United Way)	Ongoing	Library Director, Assistant Library Director, Department Heads, Staff, Board of Trustees

	4d. Continue to expand on the Peer Support Services' success by providing residents with connections to necessities such as housing, employment services, education, mental health, and more.	2025	Library Director, Assistant Library Director
5. Work with the community and staff to evaluate the mission, vision and philosophy of the BCPL to ensure proper alignment within the strategy, character and offerings of the library	5a. Assess and recommend changes through the Strategic Planning Committee.	2027	Library Director, Assistant Library Director, Department Heads, Strategic Planning Committee
	5b. Gather staff and community input through focus groups	2027	Library Director, Assistant Library Director, Department Heads, Strategic Planning Committee
	5c. Share the end result widely to increase awareness.	2028	Library Director, Assistant Library Director, Marketing Committee
6. The Library Board of Trustees will review and refine procedures and systems to ensure quality functionality and service.	6a. Review and update bylaws and make sure the procedures therein reflect the procedures that take place.	2024	Nominating/ By-Laws Committee
	6b. Initiate review of all library policies and procedures based on staff priorities and feedback.	2024-2028	Library Director, Policy Committee, Staff
	6c. Policy Committee will redraft policies and review with staff before submitting to the board for approval.	2024-2028	Library Director, Policy Committee, Staff
	6d. Committees will establish a regular meeting schedule and report regularly to the board.	2024 and ongoing	All Committee Chairs
	6e. Examine and formalize new board member onboarding	2024 and ongoing	Nominating Committee

	process		
	6f. Create and share annual timeline of important dates and deadlines	2024-2025	Library Director, Board President
	6g. Increase awareness of Board to later attract new members	2025 and ongoing	Marketing Committee, Board of Trustees
7. Develop and implement a comprehensive plan addressing diversity, equity, and inclusion	7a. Create a Diversity, Equity & Inclusion (DEI) Plan based on survey data and researched best-practices in addressing the diverse needs of the library community	2024	Board of Trustees, Library Director
	7b. Identify staff and board members to implement action steps of the DEI Plan	2024	Board of Trustees, Library Director, Department Heads
	7c. Allocate appropriate funds from budget to advance DEI goals including materials acquisitions and facilities upgrades & begin implementation	2025	Board of Trustees, Library Director, Department Heads
	7d. Routinely review progress towards meeting DEI goals and make adjustments to timelines, budgets, and responsible parties	January 2025 and ongoing	Board of Trustees, Library Director
8. Address Staff Safety and Security	8a. Clarify the role of Broome County Security at the Library and check for understanding by both Library and Security Staff.	2024	Library Director, Assistant Library Director
	8b. Establish agreed upon minimum standards for Security, including officer visibility with patrons and staff, how often officers should circulate and check in with Library staff.	2025	Library Director, Assistant Library Director

	8c. Offer Mental Health First Aid training to Library staff, volunteers and board of trustees.	2024	Library Director, Assistant Library Director, Department Heads, Board of Trustees
	8d.. All staff will be formally trained in Library Security, such as that offered by Dr. Steve Albrecht, so as to be prepared to effectively respond to a range of safety and security scenarios that may occur.	2026	Library Director, Assistant Library Director
	8e. Create a trauma-informed plan to support improved staff morale, mental health, and work/life balance	2026	Board of Trustees, Library Director, Assistant Library Director, Department Heads

## Goal 2. Create Young Readers: Early Literacy

Children from birth to five will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen (Nelson, p. 165).

Objectives	Actions	Target Date	Responsible Positions
1. Sustaining actions	1a. Write and submit a program funding request to the Friends of the Library twice a year.	Annually in April and November	Head of Youth Services
	1b. Develop measurable objectives for each program.	Annually in January	Head of Youth Services, Librarian I for Youth Services, Library Assistant
	1c. Conduct regular assessments of each program and evaluate against program goals	Ongoing	Head of Youth Services, Librarian I for Youth Services, Library Assistant
	1d. Assess the annual Summer Reading Program to see what modifications can be made to increase participation by our youngest patrons.	Annually in January	Head of Youth Services, Librarian I for Youth Services
	1e. Continue building relationships with educators and school administrators to support early literacy.	Ongoing	Head of Youth Services
	1f. Continue offering lapsit story times and preschool story times on a regular basis.	Ongoing	Librarian I for Youth Services
	1g. Continue to diversify and expand the world language collection.	Ongoing	Head of Youth Services, Librarian I for Youth Services
2. Ensure the Broome County Public Library is providing meaningful programming to support early literacy opportunities	2a. Offer storytimes in the evenings and/or weekends to better accommodate working parents.	2026	Head of Youth Services, Librarian I for Youth Services, Library Assistant



	2b. Develop bilingual story times for additional languages.	2025	Head of Youth Services, Library Assistant
	2c. Provide off-site story times on a regular basis.	2026	Head of Youth Services, Library Assistant
	2d. Expand our 1000 Books Before Kindergarten program.	2025	Head of Youth Services, Librarian I for Youth Services
	2e. Research and launch a My First Library Card program.	2027	Head of Youth Services, Librarian I for Youth Services
	2f. Explore funding opportunities for adding a StoryWalk® in the Reading Garden.	2028	Head of Youth Services
	2g. Develop celebratory events for young children and their caregivers to help foster early literacy development.	2027	Head of Youth Services, Librarian I for Youth Services, Library Assistant
3. Increase available technology for early literacy with a focus on STEAM (science, technology, engineering, arts, math)	3a. Implement a plan for new technology and evaluate success.	December 31, 2024	Head of Youth Services
	3b. Create circulating STEM kits. Each kit would include a picture book with a STEM focus and related activities.	2028	Head of Youth Services, Librarian I for Youth Services
	3c. Expand the existing Launchpad collection to include Launchpad Pre-K Academy, tablets for our youngest patrons.	2026	Head of Youth Services, Librarian I for Youth Services
4. Establish a vehicle for ongoing communication between the Broome County Public Library and the local community of educators and caregivers	4a. Send out a regular update to local educators with the Library's calendar of events and a reminder of services BCPL offers.	January 2024 and ongoing	Head of Youth Services
	4b. Include library card applications with pre-K and Kindergarten school registrations.	2027	Head of Youth Services
5. Ensure caregivers have access to the services and resources they need to work	5a. Collaborate with local organizations to reach new parents at the beginning of parenthood.	2028	Head of Youth Services

<p>on early literacy skills at home.</p>			
	<p>5b. Offer handouts that contain early literacy tips for caregivers at all story time programs.</p>	<p>2025</p>	<p>Head of Youth Services, Librarian I for Youth Services, Library Assistant</p>
	<p>5c. Create and circulate early literacy packs that would contain books, handouts with early literacy tips and activities, and a manipulative.</p>	<p>2028</p>	<p>Head of Youth Services, Librarian I for Youth Services</p>
	<p>5d. Develop a parenting resources collection to circulate.</p>	<p>2025</p>	<p>Head of Youth Services, Librarian I for Youth Services</p>
	<p>5e. Add a Parenting Resources page to the BCPL website.</p>	<p>2025</p>	<p>Head of Youth Services</p>
	<p>5f. Develop and implement parenting programs for caregivers.</p>	<p>2027</p>	<p>Head of Youth Services, Librarian I for Youth Services</p>
<p>6. Develop sensory inclusive services in the Children's Room</p>	<p>6a. Install a communication board in the Children's Room.</p>	<p>2025</p>	<p>Head of Youth Services, Librarian I for Youth Services, Library Director</p>
	<p>6b. Develop and implement a sensory story time.</p>	<p>2025</p>	<p>Head of Youth Services, Librarian I for Youth Services</p>
	<p>6c. Explore options for developing a dedicated sensory space.</p>	<p>2028</p>	<p>Head of Youth Services, Librarian I for Youth Services, Library Director</p>
	<p>6d. Offer noise canceling headphones and weighted lap blankets for in-house use.</p>	<p>2025</p>	<p>Head of Youth Services</p>
	<p>6e. Apply for Sensory Inclusive™ certification with KultureCity.</p>	<p>2028</p>	<p>Head of Youth Services, Library Director</p>

**Goal 3. Know Your Community: Community Resources and Services**

Residents will have a central source for information about the wide variety of programs, services, and activities provided by the BCPL, community agencies and organizations (Nelson, p. 180).

Objectives	Actions	Target Date	Responsible Positions
1.Sustaining Actions	1a. Review the communications plan and update media contacts yearly	2024 and ongoing	Library Director, Assistant Library Director, Department Heads, Marketing Committee
	1b. Review the outreach plan yearly	2025 and ongoing	Library Director, Assistant Library Director, Department Heads, Marketing Committee
2. Visibly engage with the community outside of the library walls	2a. Develop an outreach plan to determine which outreach events the Library should prioritize	2025	Library Director, Assistant Library Director, Department Heads
	2b. Develop a plan to continue to expand offsite programming	2026	Library Director, Assistant Library Director, Department Heads
	2c. Engage appropriate community partners	2025 and ongoing	Library Director, Assistant Library Director, Department Heads
3. Bring diverse community services into the Library and give patrons access where appropriate	3a. Collaborate with community programs to connect patrons to resources at the Library; specifically addressing needs of patrons from historically underserved communities	2025	Library Director, Assistant Library Director, Department Heads
	3b. Pursue grants and alternative funding to develop a point of service model that allows the BCPL to host/house satellite spaces for these programs	2026	Library Director, Assistant Library Director, Friends of the Library

4. Work with the Broome County Historian and the Broome County Historical Society to promote the Local History and Genealogy Center	4a. Clarify and formalize the communication between the Library, the Historical Society, and the County Historian	2027	Library Director, Assistant Library Director, County Historian, Head of Local History
	4b. Grow the user base for the Local History Center through increased knowledge by library staff so they can communicate with interested patrons	2027	Library Director, Assistant Library Director, Department Heads, staff

**Goal 4. Satisfy Curiosity: Lifelong Learning**

Goal: Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives (Nelson, p. 195).

Objectives	Actions	Target Date	Responsible Positions
1. Sustaining Actions	1a. Develop measurable objectives for each program	Annually in January	Head of Information Services, Head of Youth Services
	1b. Conduct regular assessments of each program and evaluate against program goals	Ongoing	Head of Information Services, Head of Youth Services
	1c. Identify opportunities and strategies for improvements, including trainings for staff & opportunities for partners to achieve community impacts	Annually in January	Library Director, Head of Information Services, Head of Youth Services
	1d. Continue to survey the community and understand technological deficits	Annually in February	Library Director, Head of Information Services, Head of Youth Services, Librarian II
2. Address digital literacy for all ages	2a. Reach out to local organizations with educational mandate and bring them into the library to use the Creation Station as a classroom. (Literacy Volunteers and BU's Center for Civic Engagement)	2025	Head of Information Services
	2b. Assess what digital literacy services are already available in Broome County so as not to duplicate services	2024	Library Director, Head of Information Services
	2c. Continue to survey the community and understand technological deficits	Annually in February	Library Director, Head of Information Services, Librarian II

	2d. Work with County IT to get the computer lab up and running	2025	Head of Information Services
	2e. Find teacher(s) to run technology Thursday and other digital literacy classes	2026	Head of Information Services
3. Build circulating collections of tools, equipment, technology, and other non-traditional items that address clear community needs	3a. Barcode and create circulation procedures for kitchen utensils gathered in the Ahearn Room's Meeting Room.	2024	Head of Information Services
	3b. Set up 3D printers in the Creation Station with clear protocols and regulations to safeguard their long-term use.	2024	Head of Information Services
	3c. Develop programs that highlight the 3D printers for all age groups.	2024	Head of Information Services, Head of Youth Services
	3d. Obtain a 3D printer available for loan to the 4 County Offices with movement protocols and training to safeguard the delicate equipment.	2024	Head of Information Services
	3e. Assess other opportunities for non-traditional collections, including bike locks, bus passes, kitchen equipment, hot spots, sewing machines	2025	Head of Information Services
	3f. Obtain passes to local museums for patrons.	2024	Librarian II for Information Services
	4. Provide responsible programs highlighting mobility and movement for patrons of all abilities, ages and cultures.	4a. Research local organizations, teachers and coaches who could partner with the library (Tai Chi, Balance, etc.)	2025
4b. Set up more classes like Gentle Yoga and Beginners/Advanced Yoga.		2026	Head of Information Services, Information Services Librarians
4c. Develop programs that encourage our patrons to consider their physical movement practices.		2026	Head of Information Services, Information Services Librarians
5. Address other forms of literacy	5a. Create opportunities for health literacy - including supporting community-based	2024	Head of Information Services, Information Services Librarians

	programs that empower people to be more involved and active in their health and teach skills, such as computer use, to assist people in acquiring credible health information.		
	5b. Collaborate with local healthcare systems, public health professionals and medical librarians to create a health information center within the library.	2028	Head of Information Services, Information Services Librarians
	5c. Train reference staff in health literacy skills and health information technologies so they can help to build the health literacy skills of patrons.	2027	Library Administration, Head of Information Services, Information Services Librarians
	5d. Develop information literacy and research skills workshops tailored to the specific needs of the community.	2028	Head of Information Services, Information Services Librarians
6. Develop programming and services related to environmental awareness and sustainability.	Continue building upon current partnerships with environmental sustainability-focused such as VINES and Cornell Cooperative Extension.	2024 and ongoing	Library Administration, Head of Information Services, Information Services Librarians
	Develop emergency kits for patrons with needs related to a weather emergency. (when County declares us an emergency cooling/warming center)	Q4 2024	Head of Information Services, Information Services Librarians
	Develop new partnerships with a focus on environmental awareness. Examples: Emergency Preparedness organizations, outdoor exercise groups	2025	Library Administration, Head of Information Services, Information Services Librarians
	Develop a seed library.	2024	Library Administration, Head of Information Services, Information Services Librarians
	Develop a toolkit for weather preparedness inside and outside the library	2025	Head of Information Services, Information Services Librarians

**Goal 5. Stimulate Imagination: Reading, Viewing, and Listening for Pleasure**

Goals: Residents who want materials to enhance their leisure time will find what they want when and where they want them and will have the help they need to make choices from among the options (Nelson, p. 199).

Objectives	Actions	Target Date	Responsible Positions
<p>1. Sustaining actions</p> <p>Strengthen the sense of community between staff, patrons, and stakeholders around a shared love of reading, viewing, and listening for pleasure</p>	1a. Build a more robust collection of e-books and e-audiobooks by conducting an assessment of the e-books and e-audiobooks patrons are interested in	2025 and ongoing	Librarian II for Information Services
	1b. Assess the e-book and e-audiobook accessibility for all populations	2025 and ongoing	Librarian II for Information Services
	1c. Work with the Four County Library System to increase the system e-book budget	2024 and ongoing	Library Director
	1d. Continue advertising on social media including participatory posts like “What are you reading this weekend?”	2024 and ongoing	Department Heads, Staff
<p>2. Expand the reach and inclusivity of gaming programs</p>	2a. Continuing building TableTop Role-Playing program	2024 and ongoing	Librarian II for Information Services
	2b. Begin clubs such as a TTRPG social club, so patrons can begin to set up their own gaming groups.	January 2024	Librarian II for Information Services
	2c. Train game masters to further expand gaming at BCPL beyond 1GM, 1Table via inclusion of additional gaming tables	January 2024	Librarian II for Information Services
	2d. Expand the role of the DM to provide guidance to incoming GMs via DM101 class	2024	Librarian II for Information Services
	2e. Become a leading resource for the	2025	Librarian II for Information



	gaming community via on demand systems so people can create their own parties		Services
	2f. Continue to build the social club beyond the library walls via network of players established by the DM101 and TTRPG social club.	2026	Librarian II for Information Services
3. Increase programming and collections geared towards older adults.	3a. Create a survey for older adults to see what their priorities are in terms of collections and programming.	May 2024	Librarian II for Information Services
	3b. Reach out to community organizations specializing in programming for older adults for partnerships and to understand community needs. (Office for Aging, Action for Older Persons, etc)	2025	Librarian II for Information Services
	3c. Explore opportunities for social engagement through the library for older adults.	2026	Librarian II for Information Services
	3d. Continue to work with outside organizations to create regularly scheduled programs for older adults.	2027	Librarian II for Information Services
4. Create programming to support neurodivergent patrons	4a. Reach out to Community Options and like organizations to understand where BCPL can create programming to support neurodivergent adults	Late 2024	Librarian II for Information Services
	4b. Establish initial pilot programs	2025	Librarian II for Information Services
	4c. Assess impact of initial programming	2026	Librarian II for Information Services
	4d. Expand programming as interest and participation evolves.	2027	Librarian II for Information Services
4. Expand the library's offerings in the arts	4a. Partner with the local arts community, including the Broome County Arts Council and BU Department of Fine Art, to provide dynamic programming and opportunities for patrons.	Late 2025 and ongoing	Library Director, Assistant Library Director

	4b. Develop logistics and revise policy procedure in preparation to host more art installations..	2025	Library Director, Assistant Library Director
	4c. Encourage more community art exhibits to be held at the library	2026 and ongoing	Library Director, Assistant Library Director
	4d. Explore further uses and expansion of art supply, mediums and material offerings in the Creation Station	2026 and ongoing	Library Director, Assistant Library Director, Head of Reference
	4e. Continue to build on current art class offerings	2027	Library Director, Assistant Library Director, Head of Reference
5. Ensure there is community awareness of current and new programming.	5a. Investigate best alternative advertising methods for non-social media users	May 2024	Librarian II for Information Services, Marketing Committee
	5b. Create a route with sites for informational flyering throughout the area	2024	Librarian II for Information Services, Marketing Committee
	5c. Establish a list of local newsletters and community calendars to regularly share Library information to (eg Office for Aging Senior Newsletter, PeachJar through Binghamton School District)	2024	Librarian II for Information Services, Marketing Committee
	5d. Assess any programming with low but consistent turn out and consider alternative messaging methods.	Ongoing	Library Director, Department Heads

## Goal 6. Visit a Comfortable Place: Physical and Virtual Spaces

Goals: Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking (Nelson, p. 210).

Objectives	Actions	Target Date	Responsible Positions
1. Sustaining objectives	1a. Assess and maintain Library building and facilities	Annually in September	Library Director, Assistant Library Director, Custodial Supervisor
	1b. Assess and maintain website	Annually in February	Librarian I for Information Services, Marketing Committee
	1c. Work with the community to enhance, destigmatize, and promote the immediate neighborhood	Ongoing	Library Director, Department Heads, staff, Board of Trustees
2. Finish renovation and revitalization of the library space	2a. Finish creating a visually and spatially distinct teen space through the use of distinctive paint, carpet, and furnishings	2025	Library Director, Head of Youth Services, Custodial Supervisor
	2b. Finish renovating and refreshing the Youth Services department	2026	Library Director, Head of Youth Services, Custodial Supervisor
	2c. Gather and synthesize staff feedback on long-term design plan	2025	Library Director, Assistant Library Director, Custodial Supervisor
	2d. Utilize consultant to improve signage and patron wayfinding experience	2027	Library Director, Assistant Library Director, Custodial Supervisor
	2e. Develop standard procedures for using NYS Construction Aid funds within regulations and constraints.	2024	Library Director, Assistant Library Director, Finance Committee, Board of Trustees

	2f. Add Study Rooms to the Library floor plan. (Small enclosures that hold 1-4 people that do not require advance reservations).	2028	Library Director, Assistant Library Director, Board of Trustees
	2g. Create comfortable, cozy spaces within the library.	2027	Library Director, Assistant Library Director
3. Bronsky Reading Garden	3a. Pursue grants to make improvements to the Library Garden	January 2024	Library Director, Assistant Library Director, Friends of the Library
	3b. Improve access to the Library garden by adding a door from Youth Services	2025	Library Director, Assistant Library Director, Custodial Supervisor
	3c. Plan outdoor programming for Reading Garden	2026 and ongoing	Library Director, Assistant Library Director, Department Heads, Staff
4. Create a space that is welcoming to and inclusive of everyone in the Broome County community	4a. Address the inclusiveness of the Library space as part of the DEI plan, beyond what is legally required	Ongoing	Library Director, Assistant Library Director, DEI Committee
	4b. Continue to improve accessibility of facilities with a particular focus on parking and navigation for blind/visually-impaired patrons	2026	Library Director, Assistant Library Director, DEI Committee
	4c. Ensure that there is accessible, comfortable furniture for patrons of all abilities	2025	Library Director, Assistant Library Director, DEI Committee
	4d. Convert upstairs bathrooms to 3-4 single occupancy/gender neutral bathrooms.	2028	Library Director, Assistant Library Director
	4e. Assess the efficacy of current hours through inclusion in future surveys and the installation of networked people counters	2027	Library Director, Assistant Library Director, Librarian II for Information Services
	4f. Install secure bike racks	2027	Library Director, Assistant Library

			Director
	4g. Investigate and, if appropriate, install self-serve lockers for patrons	2028	Library Director, Assistant Library Director
	4h. Charging stations for devices - charging stations (phones, laptops, wheel chairs)	2026	Library Director, Assistant Library Director,
	4i. Investigate and, if appropriate, build or designate a visitation room for supervised visitations	2027	Library Director, Assistant Library Director



broome county  
public library

# BCPL Community Needs Assessment 2022-2023

Report designed by Laura Haynes

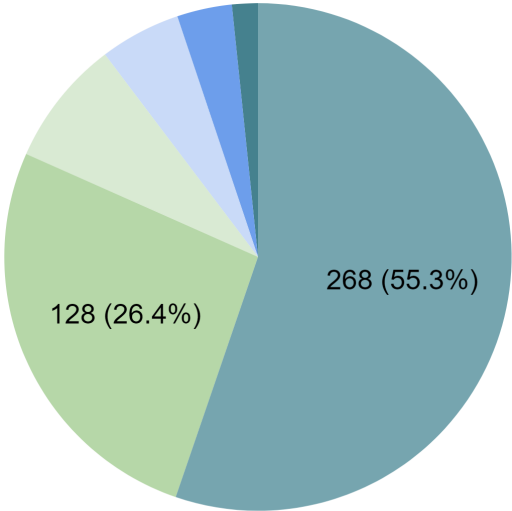
This report presents findings from the 2022-2023 community needs assessment. The survey is attached to this document. Each question in the survey has a corresponding graph.

This survey was conducted between November 2022 and May 2023. We initially had close to 1500 responses but it was discovered that most of the responses were spam created by bots. In order to narrow down which responses were valid, I went through text responses to detect which responses were spam. Additionally, several spam responses were often sent at exactly the same time which made them easy to detect. We ended up with 546 valid responses from community members.

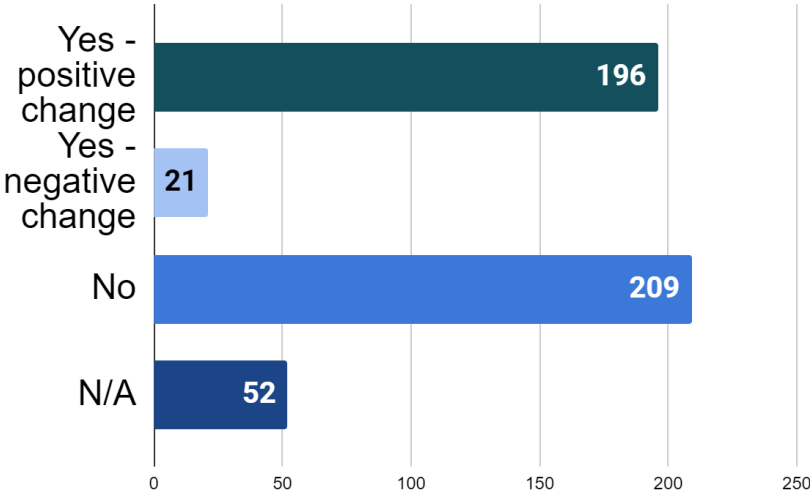
**1. When was your most recent visit to the Broome County Public Library?**

The majority of respondents reported that they have been to the Library within the last month.

- Within the last month
- Within the last year
- Within the last 2 years
- Within the last 5 years
- Longer than 5 years
- I've never visited the BCPL



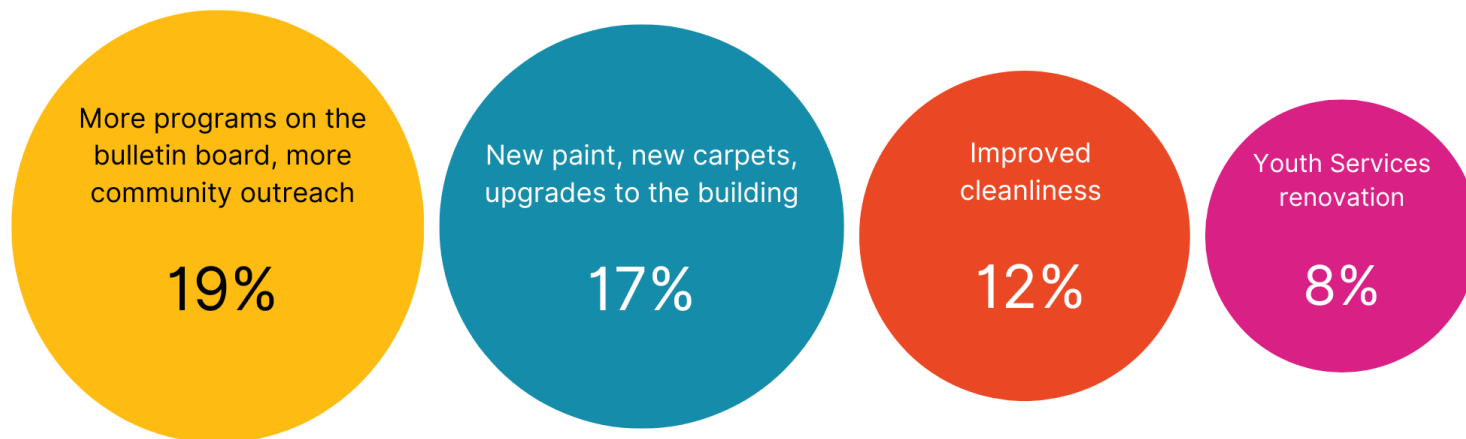
**2. Did you notice any changes when you last visited?**



### 3. If so, what did you notice?

For free text fields, I found commonalities which led to establishing different categories. For the free text questions in this report, I only included commonalities of 2 or more.

This question had 198 written responses. These circles represent the top four categories of **positive responses**. 38 respondents or 19% mentioned the number of programs which serve the community. 35 respondents or 17% mentioned the upgrades to the building as something they noticed. 25 respondents or 12% mentioned that they noticed the cleanliness of the building. 17 respondents or 8% mentioned the upgrade in Youth Services as well as new toys available.



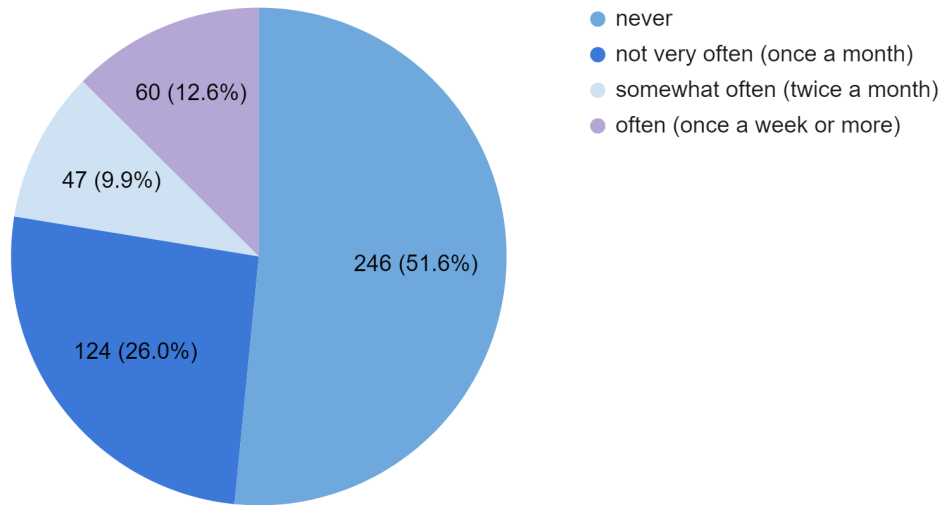
Other notable **positive** responses:  
13 mentioned the displays  
11 noticed improvement in collections  
8 mentioned the puzzle table favorably  
7 noted positive changes in the organization of the Library

**Negative:** 5 people complained about homeless patrons/ the peer support program. 2 mentioned the book sales being moved to the back of the Library is difficult with their mobility issues.



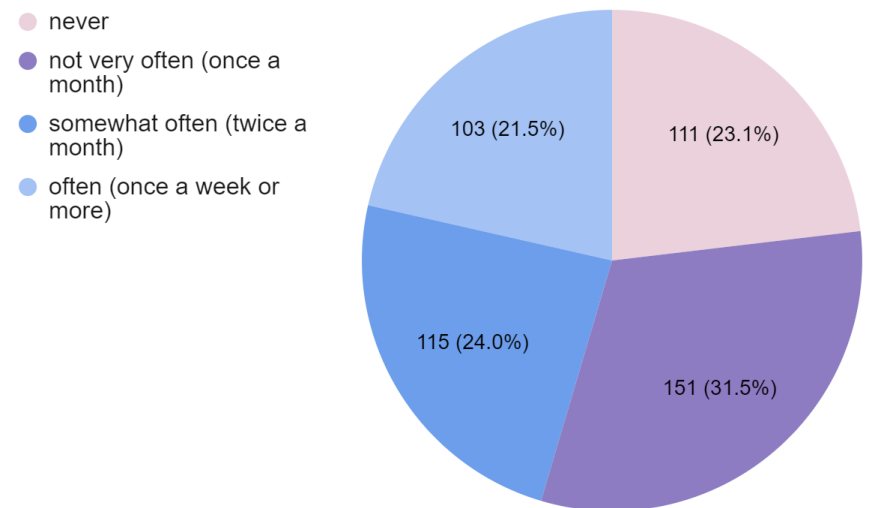
#### 4. How often do you utilize our off-site resources such as e-books, audiobooks, and streaming?

Over half of survey respondents indicated that they never use our off-site resources. We may see these numbers change as we add more electronic content and continue to advertise.



#### 5. How often do you check or interact with our social media?

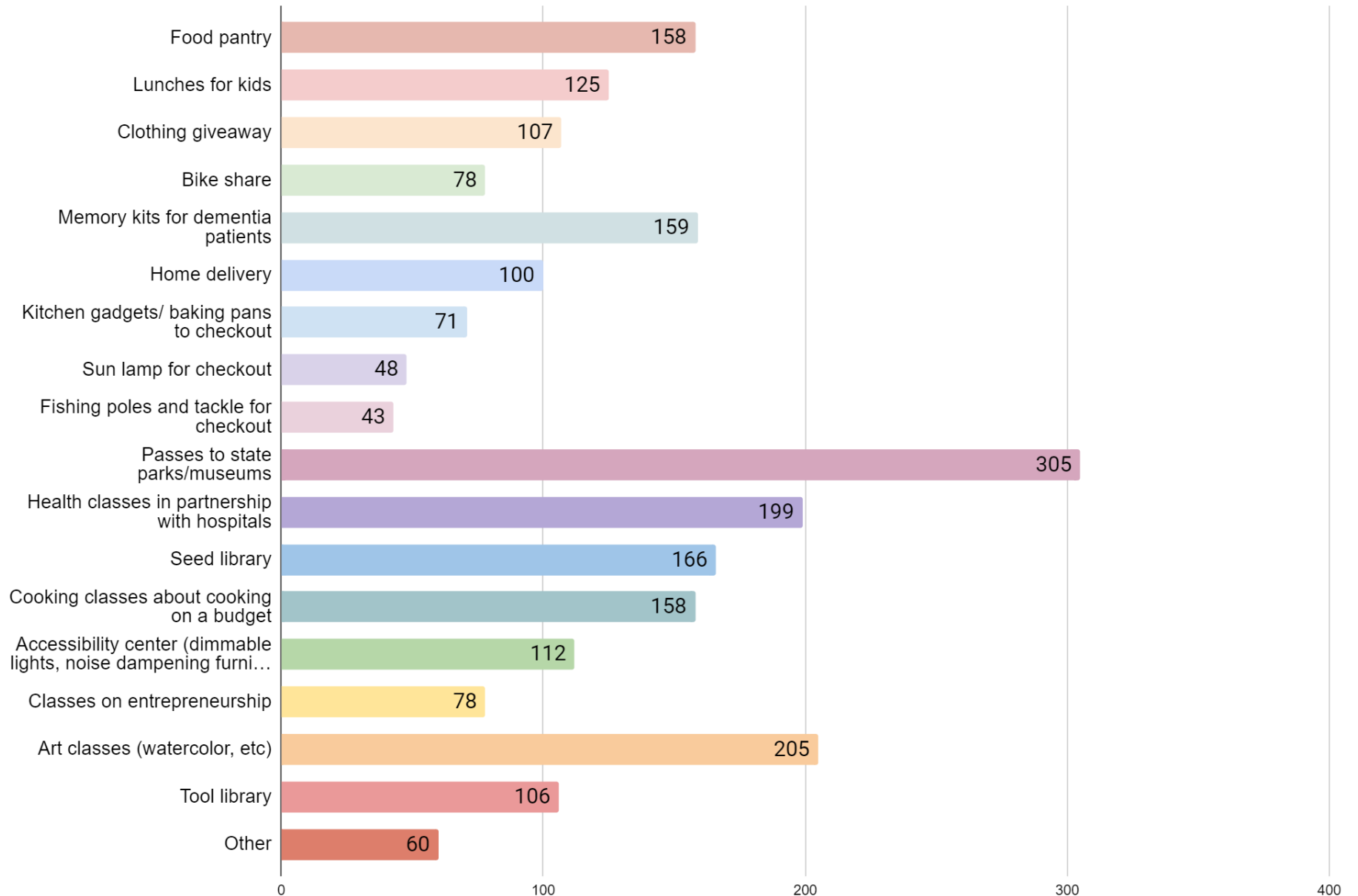
A decent portion of respondents either never check our social media or check once a month. This is notable, as we do most of our promoting on social media.



6. Question 6 asked respondents to select their top 3 priorities for the Library. Unfortunately, due to the selection method of the survey software, it is not possible to edit your selection so people selected many more than 3 and were unable to fix their mistake. We decided to scrap this question.

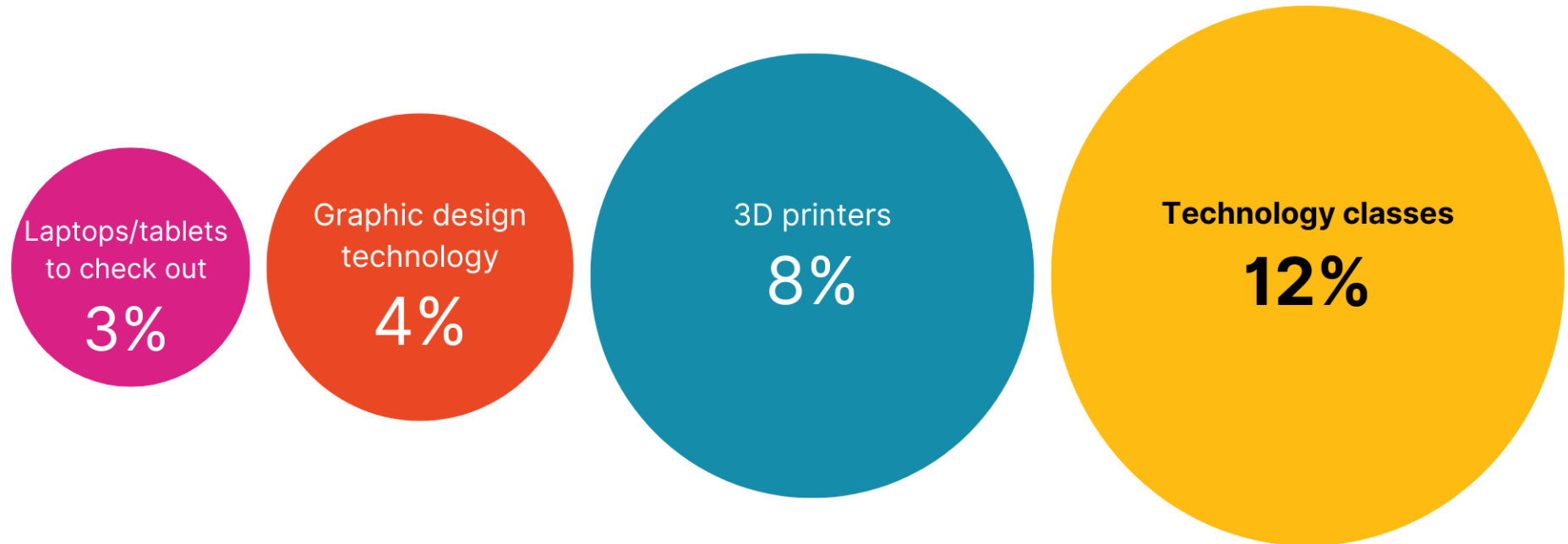
### 7. What services would you like to see the Library offer?

To develop this question, I asked a group of librarians across the country what kind of innovative services they offer at their libraries. For our respondents, the leader by far was passes to state parks and museums.



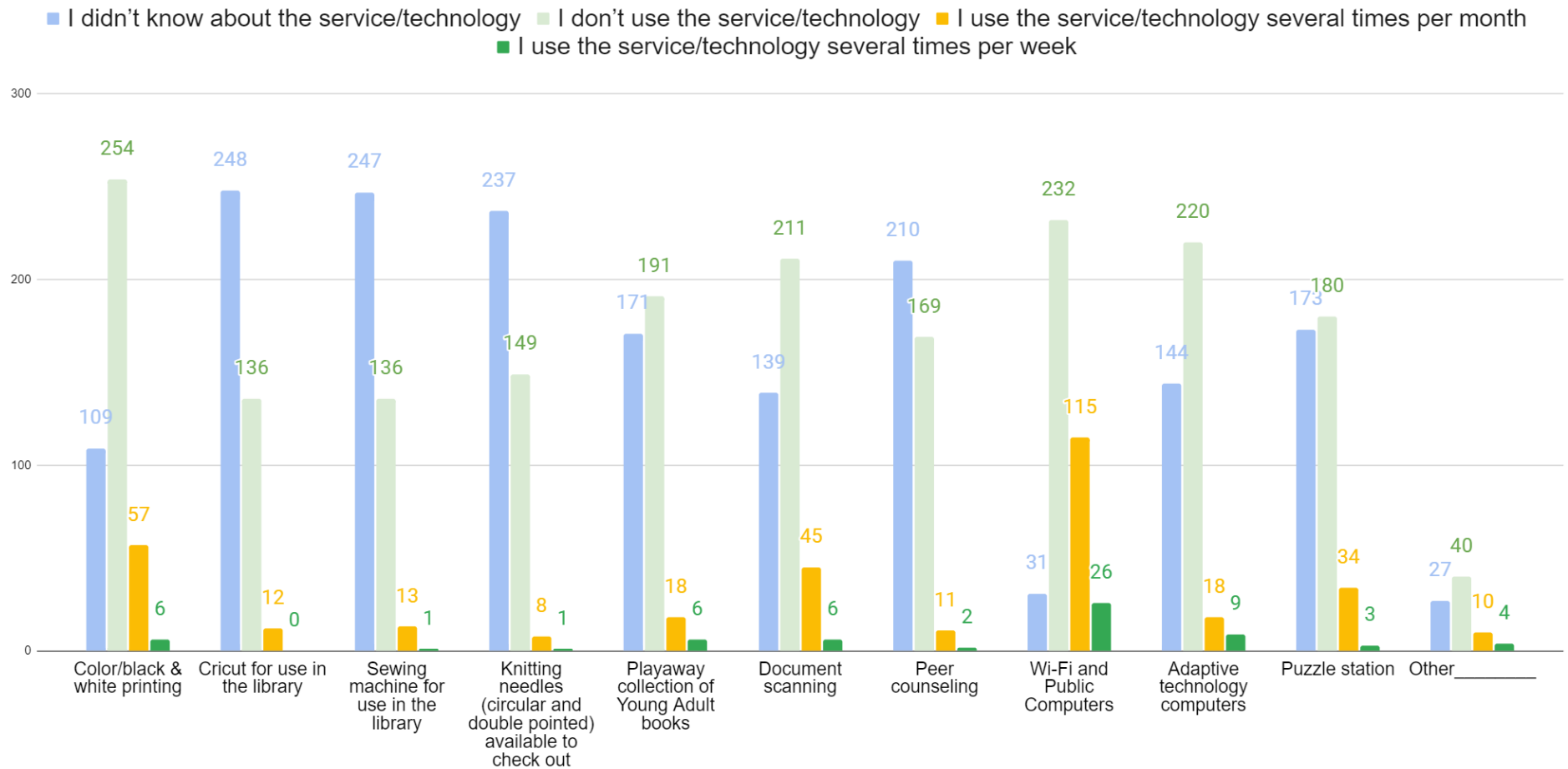
## 8. What technologies would you like to see the Library offer?

This question had 164 responses. These circles represent the top four categories of technologies that respondents wrote in to the free text question. The most common request was technology classes, at 20 responses or 12% of responses, 3D printers, at 14 responses or 8%, graphic design technology at 8 responses or 4%, and laptops and tablets to check out at 6 responses or 3%.



Other technologies mentioned include a large format printer, VHS to digital conversion, VR/gaming, internet hotspots, makerspace technology, a podcast recording booth, 3D pens, and classes on internet safety.

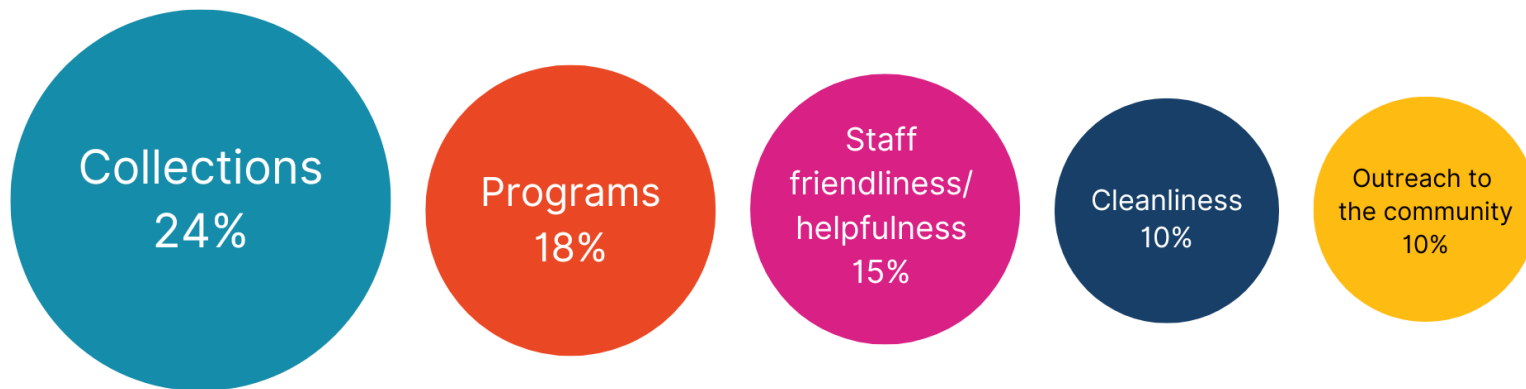
## 9. How often do you use the current services and technologies that Broome County Public Library offers?



Wi-Fi and public computers were the main draw for patrons who use the library at least monthly, seconded by color/black & white printing. Many respondents indicated that they didn't know about the Cricut, the sewing machine, knitting needles, and peer counseling. **There is a small margin of error with this graph**, as some respondents had valuable things to say in other questions but clearly chose their answers to this question arbitrarily. For instance, there was one response that said they use the knitting needles several times per week, while looking at the circulation statistics that is not true.

## 10. What is the Library doing well?

This question had 349 responses. 87 responses or 24% were about collections. 64 responses or 18% were about our program offerings. There were 54 responses about how friendly and helpful our staff is. 37 responses were about cleanliness and building maintenance, and 36 were about social media outreach/outreach to the community.



Other notable responses include:

- 25 respondents referred to the atmosphere/aesthetics of the building
  - 21 referred to Youth Services specifically
  - 20 referred to our book sales
  - 12 responses about our inclusivity
  - 12 responses regarding safety and security
  - 11 responses about our accessibility
  - 9 wrote about our technology
  - 2 were excited about LGBTQ+ programming

## 11. How could we improve?

There were 282 responses to this question. Responses varied widely but there were some commonalities:

**Advertise more/more  
publicity**

25 responses - 8%

**More**

**programs/classes**

29 responses - 10%

More comfortable  
seating - 8  
responses

Add a café -  
6 responses

Improve  
collections - 6  
responses

More digital  
content -  
9 responses

Other notable responses:

4 referred to changing the homeless presence in the library, complaining about people sleeping, talking to themselves, and asking for money in the front of the Library

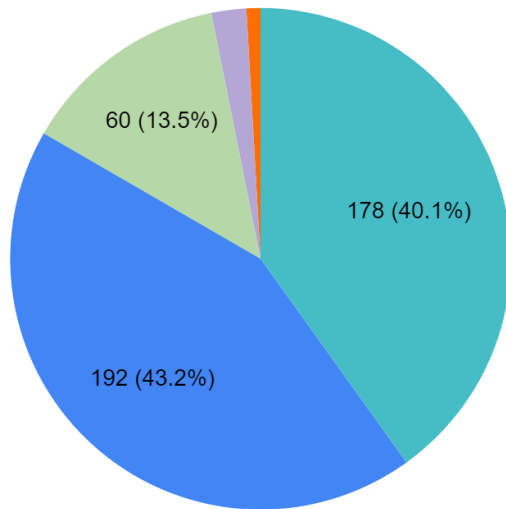
3 would like to be able to donate food, clothing, and toiletries

3 asked us to clean up the exterior of the building

Another notable response was a request to add a baby changing station in the men's room.

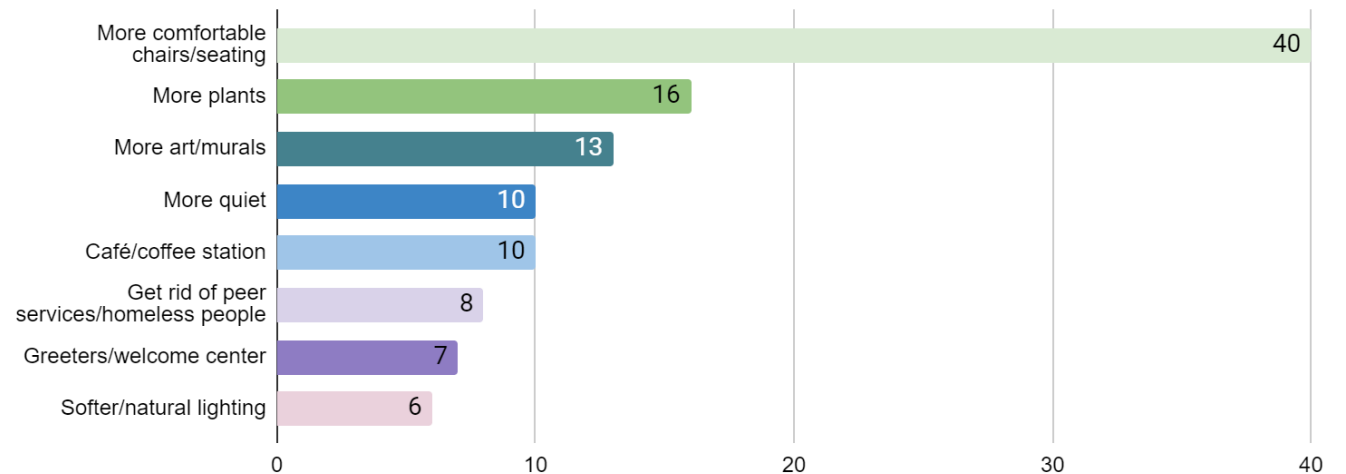
**12. I rate the Broome County Public Library's warmth, appeal and comfort level as:**

● Excellent ● Good ● Average ● Fair ● Poor



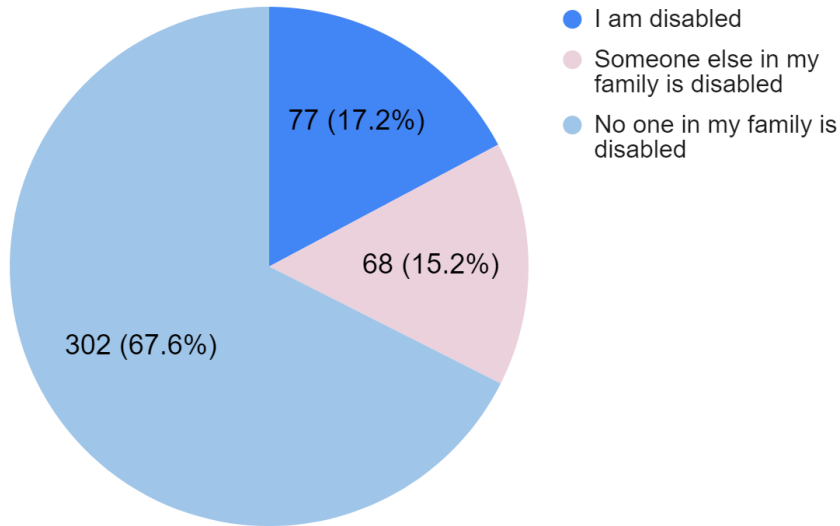
**13. Describe one thing you wish the Library would do to make the space more attractive and welcoming:**

This was another free text question with 258 responses, very similar to "how could we improve?" In future surveys, we can avoid redundancy.

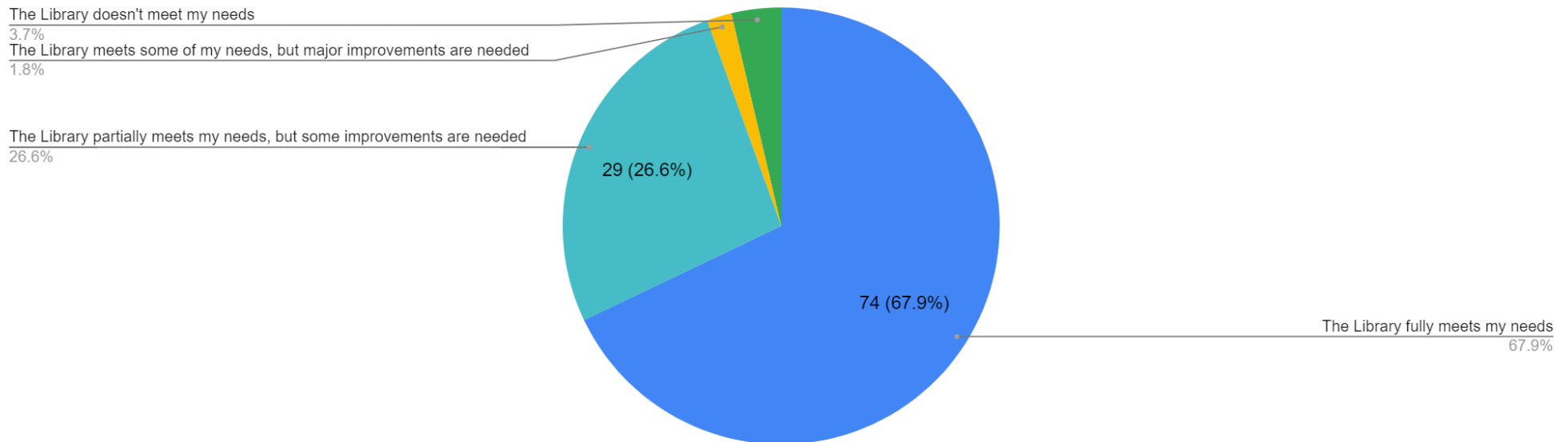


#### 14. Are you or anyone in your family disabled?

The phrasing of this question could be changed in future surveys. Perhaps “have a disability” versus “disabled” could warrant different answers to the question, as it is likely *someone* in their family has a disability.



#### 14a. How well does the Library meet your (or your family member's) needs as a disabled person?

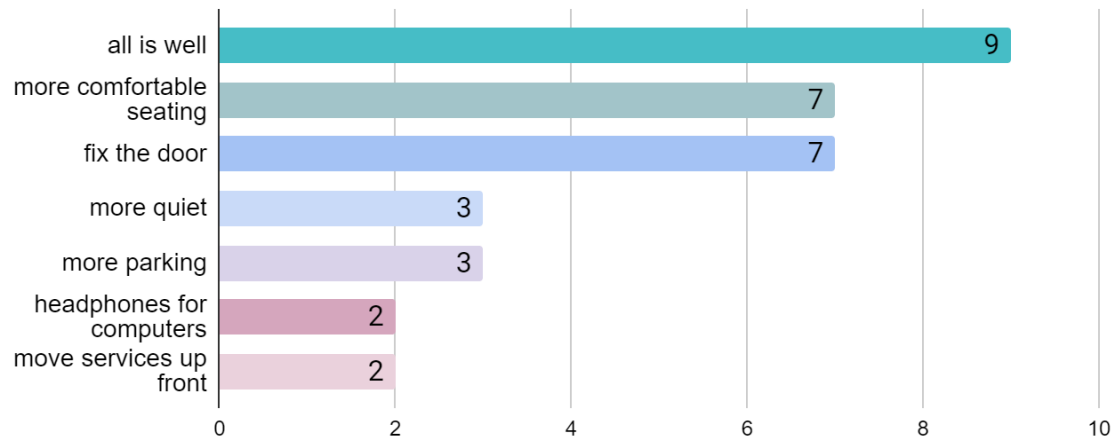


This is a heartening set of numbers as we are concerned about accessibility in the Library.



### 14b. What can the Library do to improve your experience as a disabled patron?

This question had 65 responses. I highlighted responses that had 2 or more commonalities. I omitted responses such as: "I'm not the disabled person and can't really answer that" and "books and other help" and "I'm not sure as I haven't been in quite a while". 9 respondents felt that the library fully meets their needs.

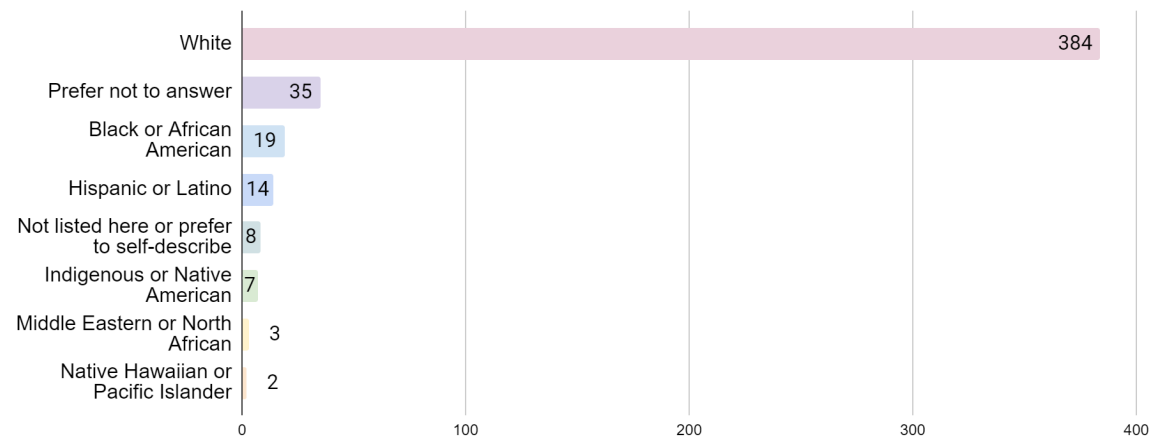


### Demographics:

It is unclear whether this demographic data reflects the real demographics of our patrons, as there is some variation between census data and the data collected from our survey.

### 15. I identify as: (Select all that apply)

There were 472 responses to this question. In census data for Broome County, there is a higher proportion of residents who do not identify as white.

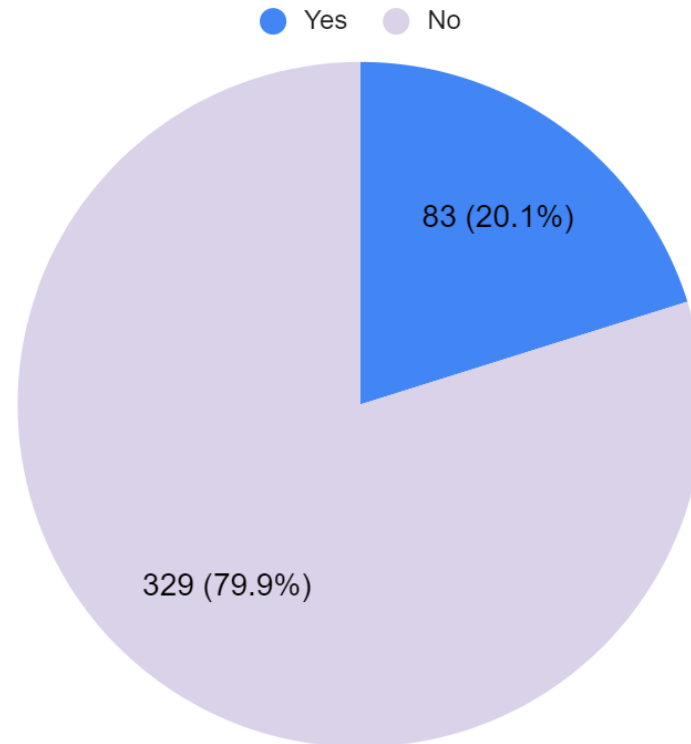


**For prefer to self-describe, we got the following written responses:**

Italian American  
white, male, U.S. veteran  
LGBTQ+  
Caucasian  
A Meat based product  
American Jew  
I'm mixed. Irish, English, Scottish, Welsh, American Indian and Filipino

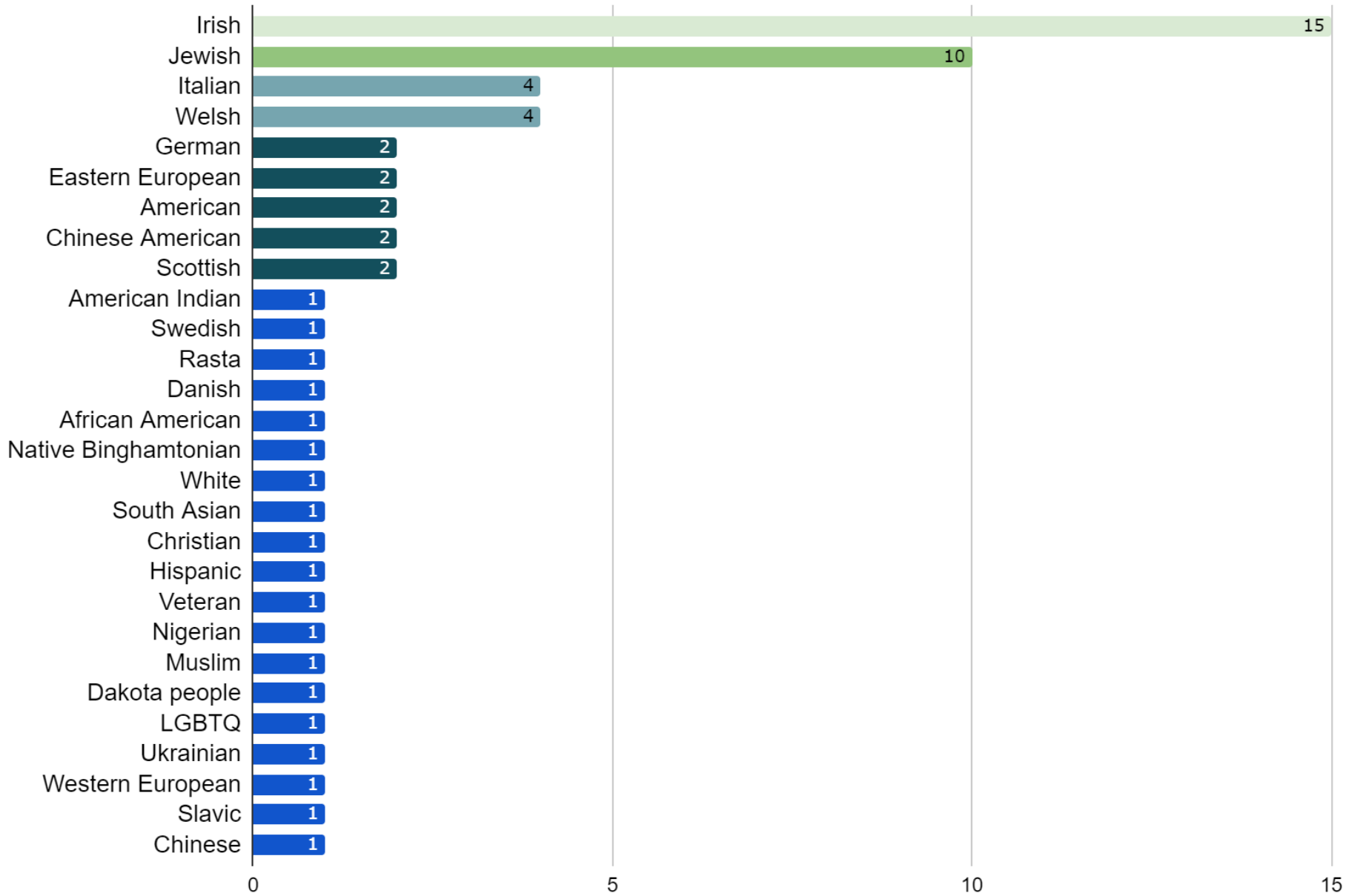
**16. Do you identify with a specific ethnic or cultural identity?**

The vast majority of respondents do not identify with an ethnic or cultural identity.

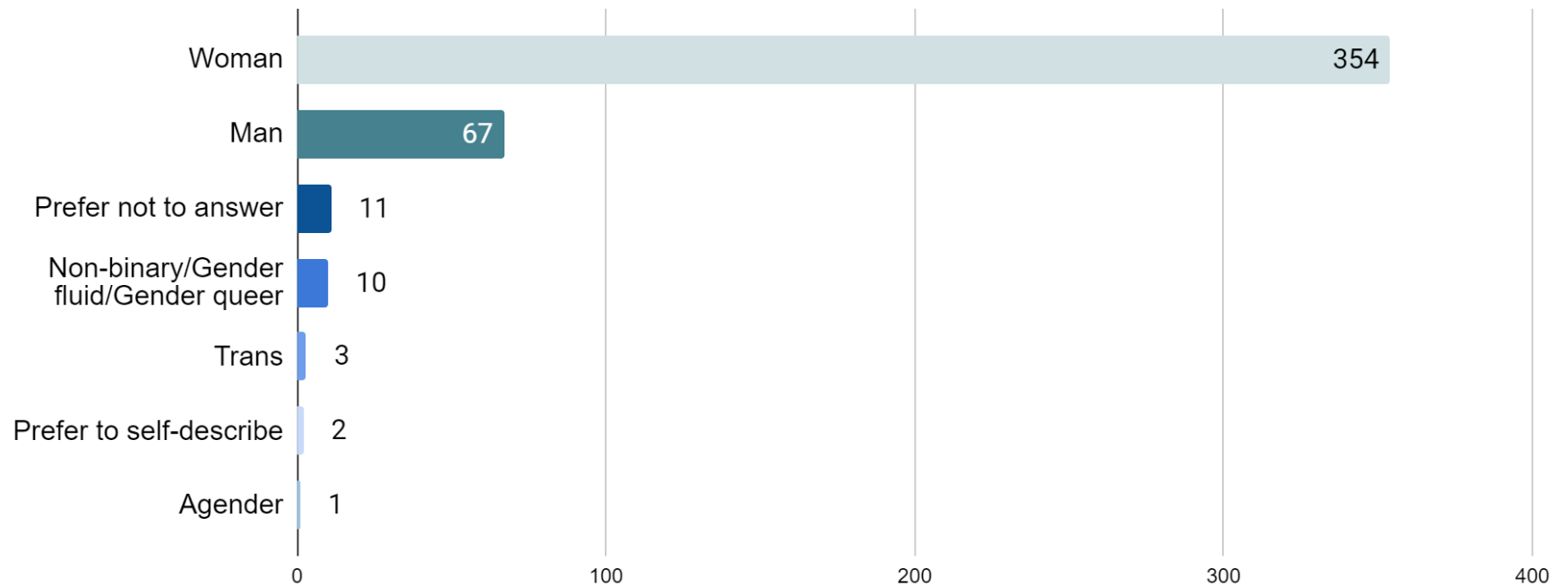


**16. Do you identify with a specific ethnic or cultural identity? Yes:**

Irish and Jewish heritage are common among survey respondents.



**17. Which of the following best describes you? (Select all that apply)**



**A vast majority of respondents to this question identified as female.**

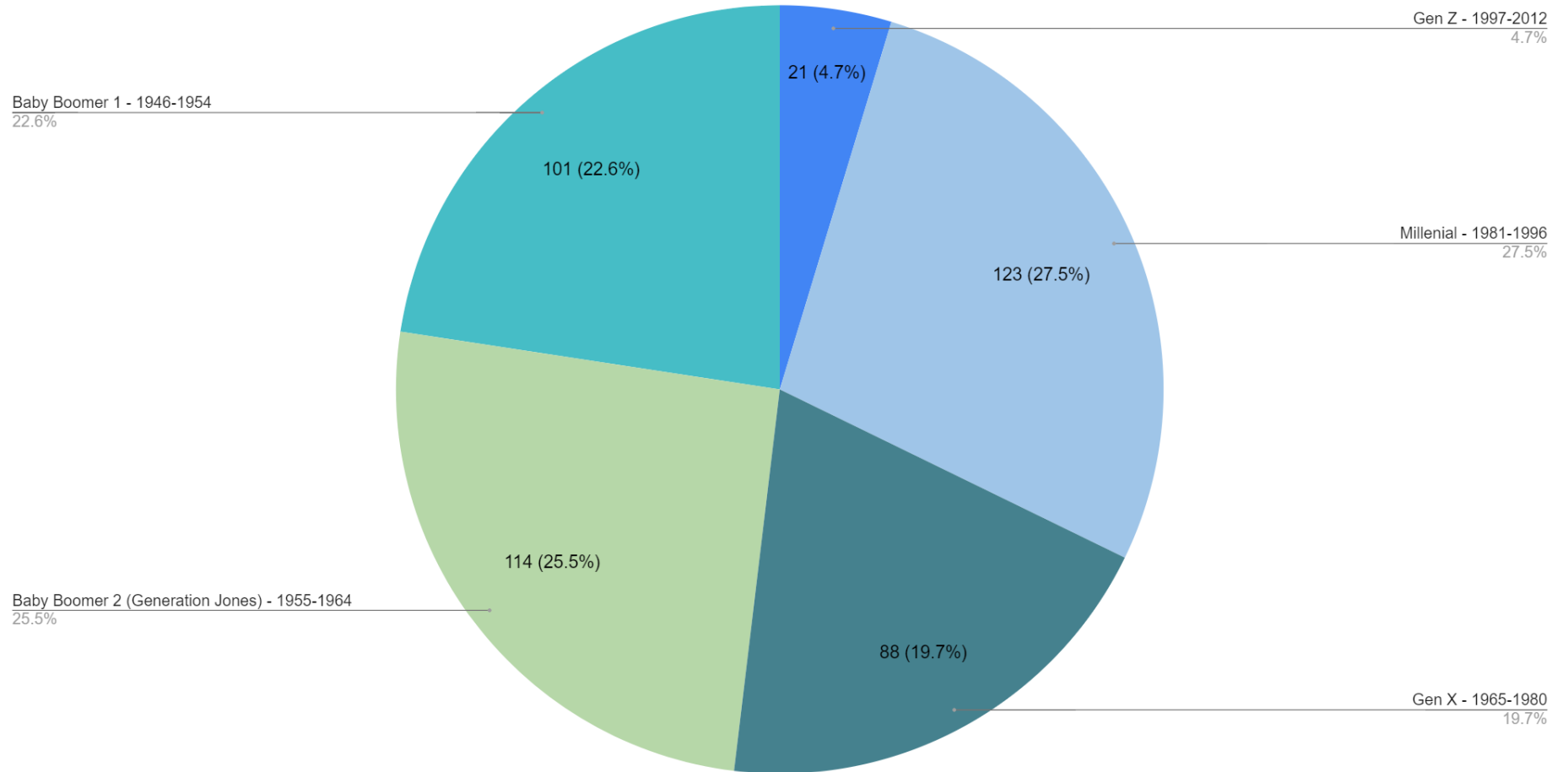
**Prefer to self describe resulted in:**

**A. What kind of woke crap is this?**

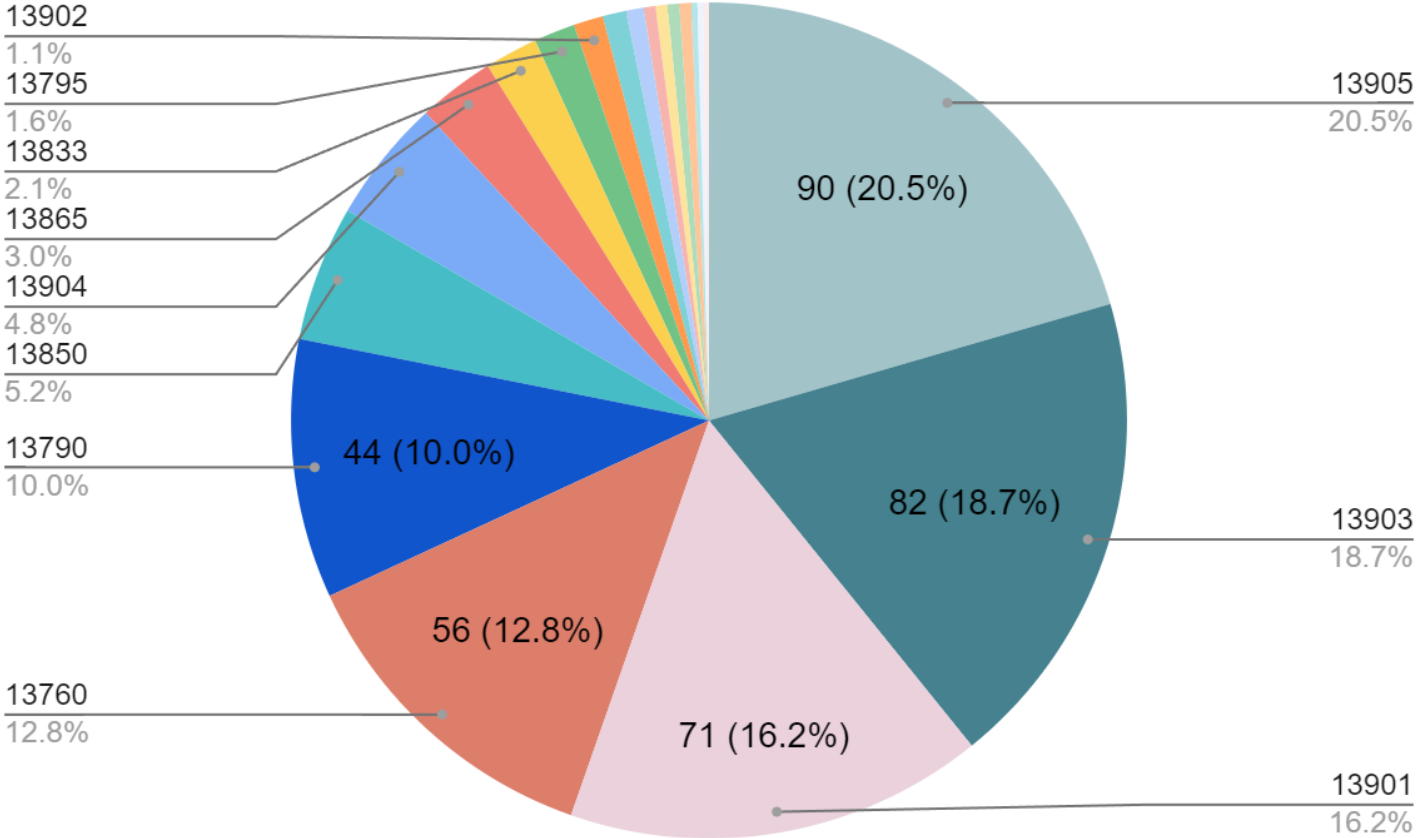
**B. Food for Cthulhu**

### 18. 4-digit Year of birth

This graph shows date of birth broken up by generation. The average year of birth is 1967, making the average age of survey respondents 56. Baby boomers make up 48% of survey respondents. In order to see all responses and all percentages, it was necessary to make the text small.



**19. Home Zip Code**

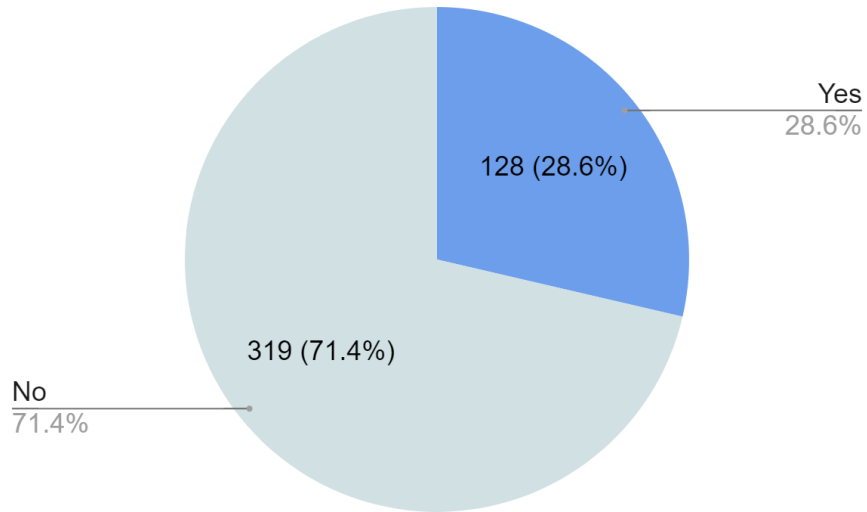


**All three segments with the highest percentages are Binghamton zip codes.**

**13760 is the Endicott zip code, and 13790 is Johnson City.**

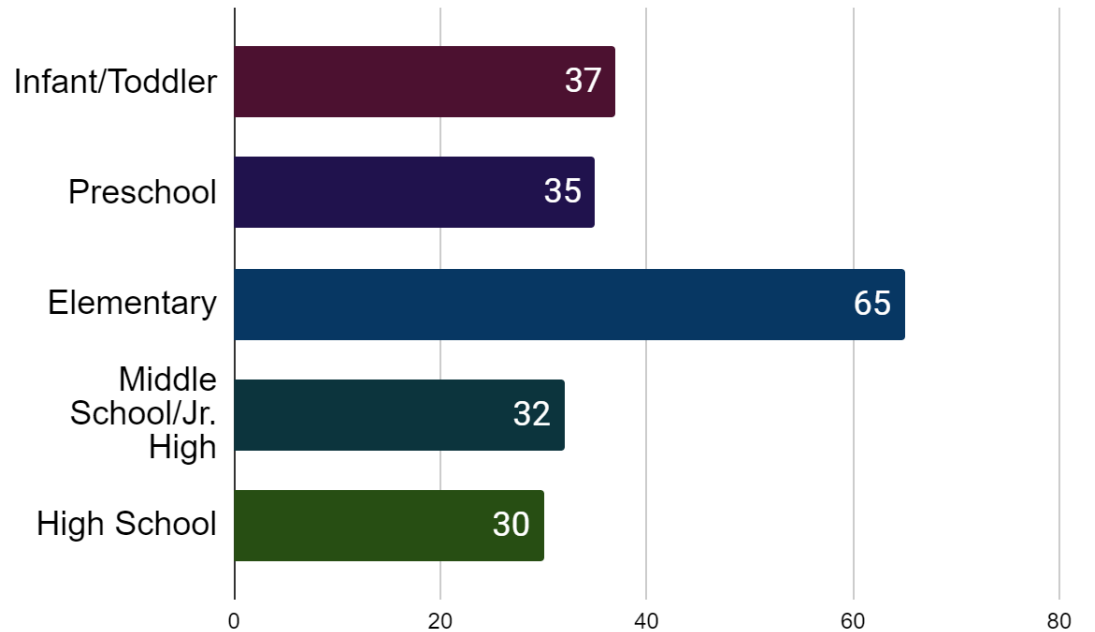
**20. Do you have children in your household?**

Almost  $\frac{3}{4}$  of respondents do not have children in their household.



**If so, what are their ages?**

Elementary school age children have the highest numbers.



**Correlations and priorities for different groups:**

**Peer support respondents:**

**13 respondents reported using peer support services either on a weekly or monthly basis.**

One respondent requested more secure WiFi. Another respondent requested that we stay open on Sundays. This sentiment has been echoed in the in-person interviews with peer support patrons. There was a request for loanable eBook tablets. One respondent expressed that we are very public oriented and friendly.

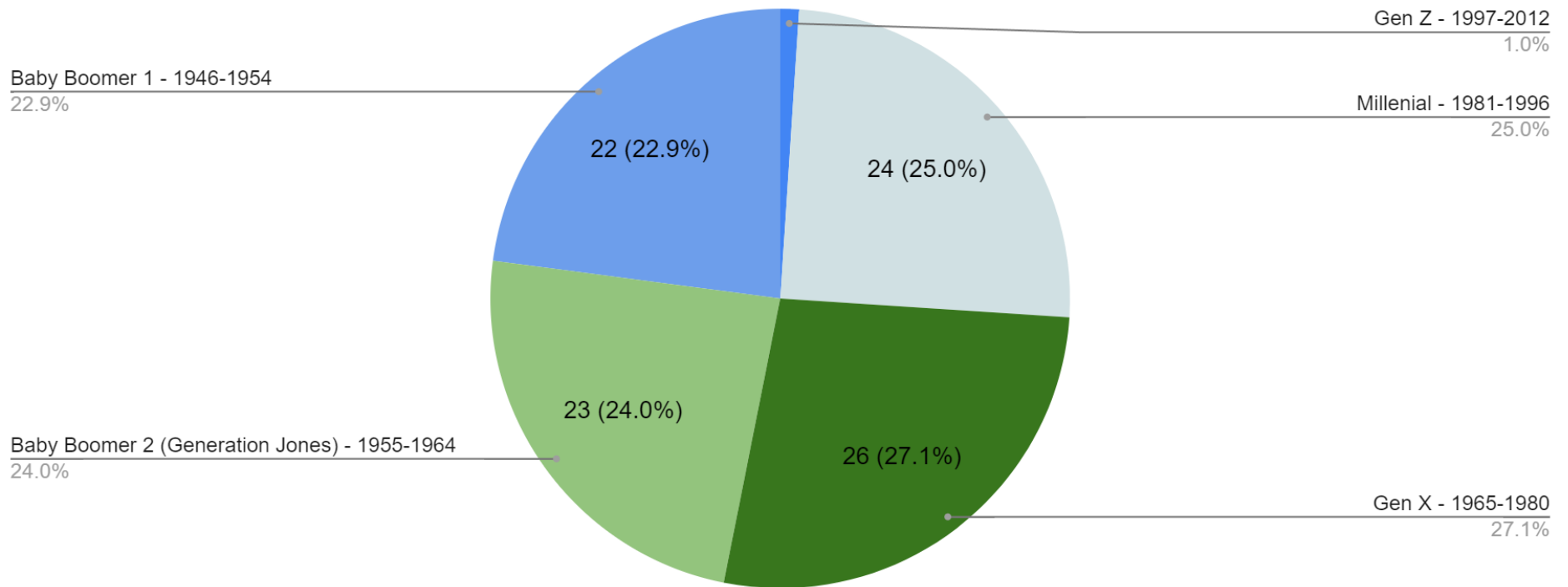
**BIPOC respondents:**

**47 respondents identified with a race other than white.**

Where respondents indicated that they were a race other than white, one notable response to the question about making the library more welcoming is to “add Black people as staff.” Another respondent called for “more diversity. Black, Latina, Asian, West Indian, African, Native American etc.”

**Age and social media:**

This graph shows the age groups for the 96 respondents who indicated they check our social media often (once a week or more.) Generations were fairly even in distribution for this question. Notably, there was only one Gen Z patron represented in this graph, but that is out of 21 total Gen Z responses.



Future surveys can include questions about languages so that we may develop collections and programming around spoken and read languages.



The Broome County Public Library needs to know how well we're meeting our community's needs and what you believe we should focus on while planning for the future. As we prepare to move past the COVID pandemic, it's important to ask for your help in getting back to "normal." Your input will define what "normal" should look like at the Library. Your responses will be treated anonymously, and there will be no way to link opinions expressed to any individual.

1. When was your most recent visit to the Broome County Public Library?
  - a. Within the last month
  - b. Within the last year
  - c. Within the last 2 years
  - d. Within the last 5 years
  - e. Longer than 5 years
  - f. I've never visited the Broome County Public Library
  
2. Did you notice any changes when you last visited?
  - a. Yes - positive change
  - b. Yes - negative change
  - c. No
  - d. N/A
  
3. If so, what did you notice?
  
4. How often do you utilize our off-site resources such as e-books, audiobooks, and streaming?
  - a. never
  - b. not very often (once a month)
  - c. somewhat often (twice a month)
  - d. often (once a week or more)
  
5. How often do you check or interact with our social media?
  - a. never
  - b. not very often (once a month)
  - c. somewhat often (twice a month)
  - d. often (once a week or more)
  
6. What are your priorities for the Library. Please choose your top three:
  - a. Comfort of the physical space
  - b. Aesthetics of the physical space

- c. Children's programs
  - d. Teen programs
  - e. Adult programs
  - f. Computers and technology
  - g. Books and other collections
  - h. Research assistance
  - i. Meeting rooms
  - j. Bathrooms and facilities
  - k. Local history and genealogy
  - l. Other \_\_\_\_\_
7. What services would you like to see the Library offer?
- a. Food pantry
  - b. Lunches for kids
  - c. Clothing giveaway
  - d. Bike share
  - e. Memory kits for dementia patients
  - f. Home delivery
  - g. Kitchen gadgets/ baking pans to checkout
  - h. Sun lamp for checkout
  - i. Fishing poles and tackle for checkout
  - j. Passes to state parks/museums
  - k. Health classes in partnership with hospitals
  - l. Houseplant exchange
  - m. Seed library
  - n. Cooking classes about cooking on a budget
  - o. Accessibility center (dimnable lights, noise dampening furniture, sensory toys/technology)
  - p. Classes on entrepreneurship
  - q. Art classes (watercolor, etc)
  - r. Tool library
  - s. Other \_\_\_\_\_
8. What technologies would you like to see the Library offer?
-

9. How often do you use the current services and technologies that Broome County Public Library offers?

I didn't know about the service/technology

I don't use the service/technology

I use the service/technology several times per month

I use the service/technology several times per week

- a. Color/black & white printing
- b. Cricut for use in the library
- c. Sewing machine for use in the library
- d. Knitting needles (circular and double pointed) available to check out
- e. Playaway collection of Young Adult books
- f. Document scanning
- g. Peer counseling
- h. Wi-Fi and Public Computers
- i. Adaptive technology computers
- j. Puzzle station
- k. Other \_\_\_\_\_

10. What is the Library doing well?

11. How could we improve?

12. I rate the Broome County Public Library's warmth, appeal and comfort level as:

\_\_\_ excellent \_\_\_ good \_\_\_ average \_\_\_ fair \_\_\_ poor

13. Describe one thing you wish the Library would do to make the space more attractive and welcoming \_\_\_\_\_

14. Are you or anyone in your family disabled?

- a. I am disabled
- b. Someone else in my family is disabled
- c. No one in my family is disabled

[If a or b is selected]

14a. How well does the Library meet your (or your family member's) needs as a disabled person?

- a. The Library fully meets my needs
- b. The Library partially meets my needs, but some improvements are needed
- c. The Library meets some of my needs, but major improvements are needed
- d. The Library doesn't meet my needs

14b. What can the Library do to improve your experience as a disabled patron?

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### Demographics

This information is being collected in order to help us better understand our community and provide context for the data that we collect with this survey. All answers are optional.

15. I identify as: (Select all that apply)

- a. Indigenous or Native American
- b. Middle Eastern or North African
- c. Asian
- d. Native Hawaiian or Pacific Islander
- e. Black or African American
- f. White
- g. Hispanic or Latino
- h. Not listed here or prefer to self-describe: \_\_\_\_\_
- i. Prefer not to answer

16. Do you identify with a specific ethnic or cultural identity?

- a. Yes
- b. No

If yes, open ended

17. Which of the following best describes you? (Select all that apply)

- a. Woman
- b. Man
- c. Trans

- d. Non-binary/Gender fluid/Gender queer
- e. Agender
- f. Prefer not to answer
- g. Prefer to self-describe: \_\_\_\_\_

18. Year of birth (4 digits please) \_\_\_\_\_

19. Home Zip Code \_\_\_\_\_

20. Are there children in your household?

YES NO

20a. If yes, please select their age groups (select all that apply)

Infant/Toddler

Preschool

Elementary

Middle School/Jr. High

High School