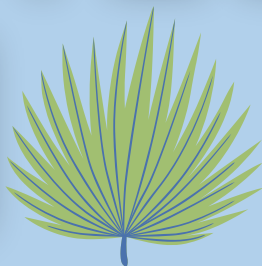


Berkeley Heights Public Library

2024-2026

STRATEGIC PLAN



Nourishing Our Community



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MESSAGE FROM THE BOARD OF TRUSTEES

In an effort to maximize our resources and effectively service the needs of our community, the Board of Trustees of the Berkeley Heights Township Public Library advanced the preparation of a strategic plan to continue the successful development and growth of the library.

Our Strategic Plan is the result of many hours of collaboration, including input from the library staff, the Board of Trustees, and members of the community. We already have a community library of which to be proud. The Berkeley Heights Public Library provides enrichment – both educational and cultural – for our residents. Our community can find this enrichment in the public education and discussion programs, the highly successful children's programs, and the collections of traditional and digital information resources.

In recent years, our library community has grown and changed in many ways. By gathering community input, we learned what issues were important to our residents. In relation to the library, the issues important to our patrons include well-trained staff providing excellent customer service and a safe and clean building during convenient hours of operation.

Potential areas for growth are expanded resources including a greater variety of popular books, and the addition of new digital content and streaming services. Respondents want to see more public events that are communicated through consistent social media engagement and regular email announcements.

The Board of Trustees believes that this plan captures the essence of the community's needs and balances those needs with the strengths of our library and fiscal responsibilities. This plan provides a roadmap for building upon and enhancing these resources so that we can fully realize the potential value of the library to our community. We invite the Berkeley Heights community to join together in the years to come as we bring our goals to fruition.



ACKNOWLEDGEMENTS

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Ann Bunyaner, Board of Trustees
Diane O'Halloran, Board of Trustees
Stephanie Bakos, Library Director

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OUR PROCESS

The strategic planning process started with an in-depth analysis of the Berkeley Heights community. Library Crossroads, LLC, consultants gathered data from quantitative sources, such as the U.S. Census and the NJ School Performance Report, to determine highlights, trends, and unique features.

In an effort to better understand the concerns, attitudes, opinions, challenges, experiences, and needs of the residents of Berkeley Heights Township, a community-wide survey was developed. The survey was distributed to residents and other stakeholders through the library's email newsletter and social media. It was also published in a print format and distributed throughout Berkeley Heights. Nearly 500 residents completed surveys to provide their input to the strategic planning process.

The employees of Berkeley Heights Public Library were also surveyed to better understand their concerns and priorities. The survey was deployed electronically, and all results were anonymous. Eleven employees completed the survey. Themes that emerged from the staff survey include prioritizing public programs and events, and repairs to the facility.

Consultants led a series of three focus groups to explore themes identified in the surveys and obtain more detailed feedback from key stakeholders in Berkeley Heights. These focus groups included conversations with key demographics, including: community groups, senior citizens, and teenagers.

Following the conclusion of the information gathering phase, consultants met with the strategic planning committee to determine the overarching mission and vision for the strategic plan. Based on the information gathered from the community analysis, surveys, and focus groups, consultants conducted additional meetings to establish the goals and objectives of the strategic plan.

The final strategic plan is a result of a joint effort between the Berkeley Heights Public Library, and consultants from Library Crossroads. The plan has been informed by input from the residents and various stakeholders of Berkeley Heights Township and analysis performed by consultants in collaboration with the library's strategic planning committee.

COMMUNITY ANALYSIS

INTRODUCTION

This analysis includes data from sources such as the U.S. Census Bureau and the NJ School Performance Report, as well as insight gained from surveys and focus groups. Measurable statistics provide us with an improved understanding of the Berkeley Heights community, and help clarify emerging trends that were reflected in feedback from library staff and town residents.

AT A GLANCE

Population and Demographics - Berkeley Heights is a community of about 13,169 people.

Between 2010 and 2020, the U.S. Census reported essentially no change in the overall population. Some respondents expressed concern that new affordable housing units being built would greatly increase the population, and add stress to town and school resources.

Computer and Internet Use - Berkeley Heights has high rates of computer ownership and access to broadband internet. Residents still rely on the library for training and technology assistance.

Education and Income - Berkeley Heights is a community with high-achieving schools. Their standardized test scores and graduation rates are well-above average, and the number of residents with a bachelor's degree or higher is nearly 30% higher than the average for New Jersey. Median gross income in Berkeley Heights is more than double the state average.

Location and Transportation - Located in Northern New Jersey, Berkeley Heights is less than an hour's drive from New York City. Easy access to major highways, and NJ Transit trains and buses, makes Berkeley Heights an appealing place to work and live. The town preserves its small town feel, supports parks, and enjoys recreation activities at the nearby Watchung Reservation.

Economy and Business - Pharmaceutical companies top the list of large businesses in Berkeley Heights, when measured by sales. Within Berkeley Heights, residents benefit from a number of local small businesses, while major chains are easily accessible in surrounding towns. According to the U.S. Census, nearly 40% of employed residents work in the fields of either Finance and Insurance, or Professional, Scientific and Technical Services.

COMMUNITY ANALYSIS

Population and Demographics

Berkeley Heights is a community of approximately 13,169 residents. According to the U.S. Census, about 80% of the residents identify as White, while about 11% identify as Asian, and a little more than 6% identify as Hispanic or Latino. There has been no significant increase or decrease in the racial/ethnic makeup of Berkeley Heights since the 2010 U.S. Census.

According to the U.S. Census, about 21% of residents aged 5 years and up speak a language other than English at home, and about 16% of residents were foreign born. About one-third of homeowners have moved into their units after 2010, which reflects a need for the library to continue to reach out into the community to promote library resources and programs.



Voices from the Community: Focus group participants valued a small town feel, where people will help those in need, and all residents feel welcome. They value community events and spaces where residents of all generations can gather and connect.

Computer and Internet Use

Berkeley Heights residents have a high level of access to home computers (97.2%) and broadband internet (95.5%). Information literacy is difficult to gauge in communities, but it is an important element to consider when looking at computer and internet use. Libraries often find themselves to be the primary community resource for computer and internet assistance and training.



Voices from the Community: Residents value the library for providing access to computers and WiFi, as well as assistance with technology, and internet searching. They consider “providing access to information” to be a primary value of the library. Teens cited a need for training and education on how to use the library’s online resources.

Education and Income:

Berkeley Heights is an educated community with a high-achieving school district. In 2020, Berkeley Heights enjoyed a 97% four-year graduation rate, which exceeded the state average by 6%. Among students who take the SATs, most score above the benchmark for college readiness. More than 72% of residents have a bachelor's degree or higher, compared to the New Jersey average of 40.7%. There are six schools in the district:

- Governor Livingston High School (Grades 9-12) - Includes students from Mountainside
- Columbia Middle School (Grades 6-8)
- Mountain Park School (Grades 3-5)
- Thomas P. Hughes School (Grades 3-5)
- William Woodruff School (Grades K-2)
- Mary Kay Mcmillin Early Childhood Center (Grades PK-2)

While most students identify as White, there is some racial and ethnic diversity in the school district. The schools report a greater level of diversity than is reported in the community overall. In particular, about 12% of students enrolled in the Berkeley Heights school district identify as Hispanic, while the U.S. Census reports 6.4% in the overall municipality.

Enrollment trends among other student groups have remained stable in the last few years. About 1.6% of students are economically disadvantaged, 1% of students are English learners, and 16.2% of students have disabilities.

There are four Librarians/Media Specialists in the school district.

SAT Average Scores**

SAT Reading and Writing Scores: Berkeley Heights: 593 / State Average: 557

SAT Math Scores: Berkeley Heights: 590 / State Average: 560

Racial and Ethnic Groups In the School District**

- White 65.6%
- Hispanic 12.1%
- Black or African American 1.5%
- Asian 15.2%
- Native Hawaiian or Pacific Islander 0.1%
- American Indian or Alaska Native 0.0%
- Two Or More Races 5.6%

Berkeley Heights is a community with higher-than-average incomes and housing costs, and a very



low poverty rate. The median income of Berkeley Heights (\$180,729) is more than double the New Jersey median of \$85,245. The median value of owner-occupied units, from 2016 to 2020, in Berkeley Heights was more than \$300,000 above the New Jersey median of \$343,500. The poverty rate is under 1%, compared to the New Jersey average of 10.2%.



Voices from the Community: Teens and parents valued the library as a safe place for students to gather, particularly considering the library's convenient location within walking distance of Columbia Middle School, and the lack of other options in town. Regarding the library, teens would like more flexible furniture and comfortable chairs, to allow for longer stays and different school related needs.

Regarding the town as a whole, adults are concerned about over-development causing a strain on township and school resources, due to new housing. They highly value the trees, outdoor beauty, and parks in the community.

Location and Transportation:

Located in Northwestern Union County, Berkeley Heights is 6.22 square miles, and is adjacent to Morris County and Somerset County. Berkeley Heights is connected to other local towns by Springfield Ave, which runs East/West (Long Hill, New Providence and Summit); and Snyder Ave, Hillcrest Road, and Plainfield Ave, running South/North (Scotch Plains, Warren and Watchung). Berkeley Heights also borders Chatham. Watchung Reservation, a 2000-plus acre reserve, is also easily accessible, and is a popular place for hiking, fishing, kayaking and horseback riding.

Easy access to Route 78 allows residents to quickly travel to New York City as well as other major thoroughfares, such as the Garden State Parkway, the New Jersey Turnpike, and Route 287. In addition, access to public transit options, such as New Jersey Transit train and bus routes, make this community appealing to commuters and businesses. Newark International Airport is also less than twenty miles away. The average commuting time for residents is about 36 minutes, which is just slightly above the average for the state.



Voices from the Community: Many residents value the access to New York City. They are also willing to drive to neighboring town libraries to obtain the materials they are looking for, highly valuing the MUF/MURAL (Morris-Union Federation / Middlesex Union Reciprocal Agreement Libraries) reciprocal borrowing agreements.

Economy and Business:

Berkeley Heights has a 64.3% employment rate, and over half of the two-parent families in town include two working parents. Of the estimated 6,534 Berkeley Heights residents currently employed, the most common areas of employment are:

- 23.5% Finance and Insurance
- 14.2% Professional, Scientific and Technical Services
- 10.4% Educational Services
- 9.2% Healthcare and Social Assistance
- 9.1% Manufacturing

The top three businesses in Berkeley Heights by sales (exceeding \$100 million) are Annis Fuel Oil, Cormedix Inc. (Pharmaceutical), and Hikma Pharmaceuticals. Pharmaceutical companies in Berkeley Heights also include Celgene Corporation, and Chugai Biopharmaceuticals Inc.

Berkeley Heights Businesses with over ten million in sales include:

- Amas Pharmaceuticals LLC
- Angab Fuel LLC
- Annis Fuel Oil Svc
- Autumn Lake Healthcare
- Benham's Garage
- Boeing Co
- Broadspire Services
- Celgene Corp
- Chugai Biopharmaceuticals Inc
- Connell Co
- Cormedix Inc
- EGL Co
- Evenson Best
- First Student Inc
- HHR Assem Management LLC
- Hikma Pharmaceuticals USA Inc
- Knotts Co
- Lincoln Storage Warehouses
- Shell Packaging Corp
- Stop & Shop Supermarket
- Trap Rock Restaurant & Brewery
- Vitusa Products
- Viventium Software



Voices from the Community: Residents value the “small town feel” of the community and the surrounding towns. They value the small businesses on and around Springfield Avenue in Berkeley Heights, and those in nearby towns. Local restaurants and stores bring residents together on a regular basis, and serve as informal meeting spaces.

U.S. Census Statistics for Berkeley Heights, New Jersey

General Characteristics

	<u>Berkeley Heights</u>	<u>State of New Jersey</u>
Total Population	13,169	
Median Age	44.7	40.3
Median Household Income	\$180,729	\$85,245
Employment Rate	64.3%	65.6%

Race and Ethnic Groups

	<u>Berkeley Heights</u>	<u>State of New Jersey</u>
White alone	83.8%	
Black or African American alone	1.8%	
American Indian and Alaska Native alone	0.1%	
Asian alone	11.4%	
Native Hawaiian and Other Pacific Islander	0%	
Two or More Races	2.7%	
Hispanic or Latino	6.4%	
White Alone, Not Hispanic or Latino	79.2%	
Language other than English spoken at home, percent of persons age 5 years+	21.7%	31.6%
Foreign born persons, percent, 2016-2020	16.2%	22.7%

Computer and Internet Use

	<u>Berkeley Heights</u>	<u>State of New Jersey</u>
Households with a computer, percent, 2016-2020	97.2%	92.9%
Households with a broadband Internet subscription, percent, 2016-2020	95.5%	87.9%

Educational Attainment

	<u>Berkeley Heights</u>	<u>State of New Jersey</u>
Bachelor's Degree or Higher	72.6%	40.7%

<u>Housing</u>	<u>Berkeley Heights</u>	<u>State of New Jersey</u>
Home Ownership Rate	95.7% (+/-3.3%)	64.0% (+/-0.3%)
Median Value of Owner-Occupied Housing Units, 2016-2020	\$643,800	\$343,500
Median Gross Rent	\$2,500	\$1,368
Occupied Housing Units	4,443	
Householders Who Moved Into Their Unit Since 2010	33.7%	
<u>Commuting</u>	<u>Berkeley Heights</u>	<u>State of New Jersey</u>
Mean Travel Time to Work	36 minutes	32 minutes

Sources

*[U.S. Census Bureau Quickfacts](#) and [U.S. Census Data Files](#)

**[NJ School Performance Report \(2020-2021\)](#)

****[Data Axle Reference Solutions](#)

“*Having such a wonderful library in our community is important and definitely encourages a love of reading in my children.*
-Berkeley Heights Resident”





COMMUNITY SURVEY

SUMMARY

This report summarizes data collected from Berkeley Heights residents through a community survey about the library that was distributed both electronically and in print format. The picture that emerges from the community survey is one that shows participants seeking a safe, caring, and inclusive place in the community, where their needs are met by a welcoming and helpful staff, in order to pursue opportunities and support for education, employment, lifelong learning, and personal growth.

Respondents want a library that offers a great experience by hiring friendly, knowledgeable, and helpful staff that promote the literacy, learning, and civic engagement necessary for a healthy democracy.

The vast majority of participants are highly satisfied with their library, giving the library high marks for friendly and helpful staff, and a safe, pleasant atmosphere.

Participants identified the following areas for potential growth: expanded print and eBook collections (depth and breadth); increased collaborations and community partnerships to expand programs and events; and greater communication, community outreach, and social media engagement.

- Respondents felt that the most critical issues facing the Berkeley Heights community are safety, education, and inclusion. Another trend in responses through the survey were concerns about the need for thoughtful development and downtown revitalization, taxes and affordability, transportation for both seniors and the general public, concerns about unemployment or underemployment, and improvements to roads and pedestrian safety.
- There were a variety of challenges in the past few years that were mentioned by respondents, including continuing lifelong learning and personal growth; learning new technologies; and caring for aging parents.

- The strongest shared values among the survey respondents were: offering a great library experience by hiring friendly, knowledgeable, and helpful staff; promoting the literacy, learning, and civic engagement necessary for a healthy democracy; and building community by engaging with and connecting Berkeley Heights' population.
- While respondents expressed high regard for the library and its staff, the most consistent recommendations were an increase in books, both print and digital; more programs for all ages; and greater communication about library programs and services including community outreach efforts and social media engagement.
- Roughly 73% of the respondents use the library in-person, and nearly 44% utilize the library's virtual services in some capacity.
- Respondents who report not using the library cite the biggest reasons as they prefer to purchase books, they do not need public computer access, and they are too busy or do not have enough time.

FOCUS GROUPS

About 30 people participated in three different focus groups. The groups engaged specific demographics – community groups, senior citizens, and teens. Two of the groups met in person and one focus group was conducted virtually.

To encourage participants to feel comfortable speaking freely, employees of the library and Board members were not present. The questions started broadly and narrowed to focus on specific library services.

SUMMARY OF COMMENTS

What type of community do you want to live in?

All groups mentioned that they want to live in a community that is supportive and neighborly.

Groups also spoke about:

- Convenient to employment and the availability of good municipal services
- Community groups who help each other and the entire community
- An accepting and diverse community

Why do you think it's important for communities to have libraries?

In addition to acknowledging the importance of library resources, all groups mentioned the important community roles of the library, including:

- Bringing together different generations; serving seniors by connecting them to the world outside their homes
- Providing important resources, especially for those who don't have access to books or computers
- Serving as a community center, a gathering or meeting space
- Fostering diversity across generations and backgrounds
- Providing a magical place for children through literacy resources that build creativity and imagination

What needs or issues to the groups you represent would you like the library to be involved in addressing?

Each group had a slightly different approach to answering this question. Here are the main issues that arose:

- **Accessibility** - Bookmobile, book delivery, transportation (especially for the 55+ population), and expanded weekend hours
- **Programming** - Poetry, music, art programs, as well as intergenerational programming, and the staff to support increased programming
- **Outreach** - Increased outreach to the community

Can you share your opinions, positive or negative, about:

Library building or grounds

- Very much like the spaciousness
- Second floor location is removed from entrance; steps are intimidating
- Add greenery, color, bright decorations
- Confused about book layout

Library resources – books, ebooks, streaming services

- Need instruction on online resources
- Website is complex; could be clearer
- Displays are appreciated, would like more
- Suggest more promotion of resources

Customer service

- Very welcoming
- Patrons get full attention and help
- Does the library have enough staff for additional programs and services

“*A literate community is an informed community. An informed community makes the world a better place.*

-Berkeley Heights Resident

VISION

The library is a **welcoming** space for everyone.

MISSION

The library **nourishes** personal development and community, through shared experiences.

GOALS & OBJECTIVES

GOAL 1: ESTABLISH THE LIBRARY AS THE COMMUNITY DESTINATION

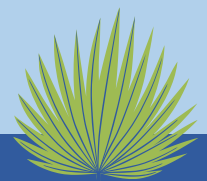
- Promote the library space.
- Evaluate the library website and social media platforms regularly.
- Expand communication from the library, highlighting the full range of library services.
- Enhance the space, through signage, color and other visual techniques.
- Host community events;
 - Community dialogues
 - User orientations

GOAL 2: BUILD AND MAINTAIN PARTNERSHIPS TO MAXIMIZE COMMUNITY ENGAGEMENT

- Explore new avenues for partnerships to broaden engagement across all segments of the community (for example, expanding opportunities for volunteers)
- Secure and maintain funding through public and private sources.
- Strengthen existing partnerships with schools, Recreation Center, Berkeley Heights Business & Civic Association, and the YMCA, among others
- Continue exploration of partnerships with other libraries

GOAL 3: REIMAGINE CURRENT PROGRAMMING AND SERVICES TO ENSURE RESPONSIVENESS TO COMMUNITY NEEDS WITH PARTICULAR ATTENTION TO DIVERSITY AND ASSURING THE NEEDS OF THE ENTIRE COMMUNITY ARE SERVED

- Analyze population groups to identify emerging needs on an annual basis
- Analyze existing user base annually and identify any gaps
- Expand and enhance programs and services that will attract and retain library users
- Expand and enhance programs and services focused on meeting current and future technology needs of the community;
 - Develop and promote a plan to offer technology instruction, assistance and support
 - Promote awareness and access to virtual collections
 - Keep pace with new technologies and provide the community with information and resources to support emerging technologies



GOALS & OBJECTIVES CONTINUED

- Create library programming grounded in supporting personal development, literacy and diversity;
 - Develop additional programming to address personal development needs (e.g. SAT preparation, ESL classes, lectures, etc.)
 - Develop additional programming to encourage literacy (e.g. community events linking reading and fun, story walk, summer stroll, etc.)
 - Provide the community with a wide array of programming and resources focusing on cultural awareness and sensitivity, spotlighting the richness of all cultures (e.g. make the library a place of both windows and mirrors for all parts of the community).

ADDENDUM

SURVEY RESPONSES

Do you have a Berkeley Heights Public Library card?

Answered: 461

Yes: 400

No: 61

Are you a resident of Berkeley Heights?

Answered: 461

Yes: 431

No: 30

If you are a Berkeley Heights resident, please list any libraries you use outside of Berkeley Heights.

Answered: 319

Ranked Responses

- | | | | |
|-------------------|------------|------------------|--------------------------------|
| 1. New Providence | 3. Summit | 5. Bernardsville | 7. Watchung |
| 2. Long Hill | 4. Chatham | 6. Madison | 8. The New York Public Library |

What is your age group?

Answered: 450

13-18: 3%

19-24: 2%

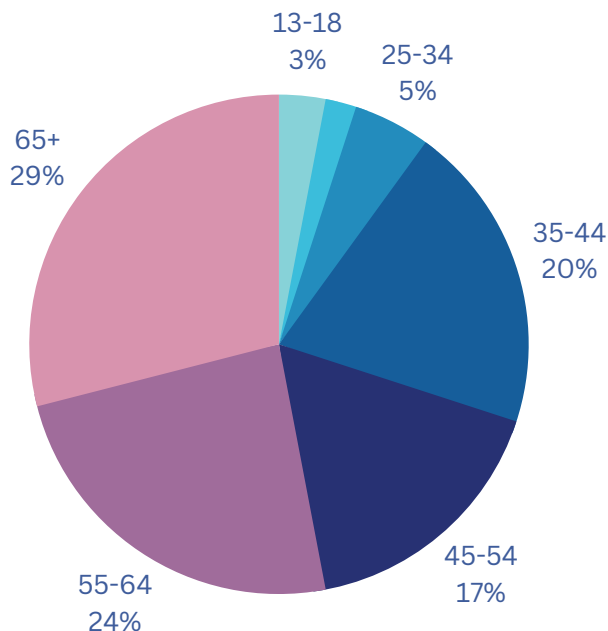
25-34: 5%


35-44: 20%

45-54: 17%

55-64: 24%

65+: 29%





“The Berkeley Heights library provides joy and creates balance and meaning in my own and my children's lives.

-Berkeley Heights Resident

Please describe your normal use of the library.

Answered: 450

- 43%** I primarily use the library to check out print materials, attend in-person programs, and/or use the facility.
- 28%** I regularly visit the library AND use the library virtually.
- 16%** I primarily use the library virtually by downloading books, using online resources or attending online programs.
- 11%** I don't use the library
- 2%** I use the library to attend programs only.

If you do not use the library, what reason(s) most accurately describe why you don't use the library.

Answered: 56

- 55%** I buy my own books and other materials.
- 39%** I use my own computer at home or other location.
- 30%** Too busy/no time.
- 5%** I use another library.
- 2%** The location is not convenient.
- 2%** I don't drive.
- 23%** Other: No children in household; no option to buy used books; not enough books; no programs/services for adults with disabilities; not clear what library offers; don't know where the library is; haven't used the library before, but will now.



During your visits to the library, which of the following are the most important to you and other members of your household? Ranked from most important to least.

Answered: 412

1. Book Browsing
2. Studying/Quiet Space
3. Public WiFi
4. Newspaper and Magazines
5. Children's Room
6. Research Resources
7. Programs for Adults
8. Programs for Children
9. Public Computers

What do you value the most about the library?

Answered: 326

Popular Responses

- Space and books for children
- Helpful/welcoming staff*
- Books and eBooks*
- Pleasant atmosphere
- Quiet space
- Programs and events
- Connection to the community
- Accessibility
- Summer Reading
- Private rooms
- Seeing friends/neighbors
- Location
- New book displays and other rotating displays
- Promoting literacy
- Genealogy resources
- Magazines
- Place to work outside of home
- Interlibrary loan
- Study space for students
- Computers, copiers, and fax, printing
- WiFi

**Most frequent responses*

Please pick three statements that best represent your values. The library will...

Answered: 326

- 76%** offer a great library experience by hiring friendly, knowledgeable, and helpful staff.
- 51%** promote the literacy, learning, and civic engagement necessary for a healthy democracy.
- 48%** build community by engaging with and connecting Berkeley Heights' population.
- 47%** invest in the facility to provide a comfortable and welcoming environment.
- 44%** invest in the technology required to create and assist digitally literate citizens.
- 23%** be careful stewards of public resources and value integrity as a cornerstone of all that we do.
- 12%** seek to be more effective by collaborating with other community organizations.

Please pick up to three of the most important library strengths.

Answered: 326

- 60%** Well-trained, engaged staff providing excellent customer service
- 60%** Convenient operating hours
- 41%** Safe and clean building
- 41%** Expansive physical and electronic collections
- 34%** Ample, attractive interior physical space
- 27%** Access to technology
- 21%** Diverse assortment of well-attended programs
- 9%** Library working within community partnerships

What are some issues you have personally dealt with in the last few years?

Answered: 326

- 51%** Continuing lifelong learning and personal growth
- 36%** Learning new technologies
- 35%** Aging parents
- 35%** Financial planning
- 25%** Childcare or a safe space for my children
- 23%** Obtaining reliable health information
- 23%** Ensuring opportunities for children
- 20%** Learning about diversity and equity
- 15%** Online security/identity theft
- 15%** Isolation
- 14%** Employment/underemployment
- 11%** Obtaining affordable healthcare
- 9%** None of the above
- 8%** Running a small business
- 7%** Mobility
- 6%** Other: Programs/services for children with autism; health issues; resources for seniors and disabled persons; affordable housing; mental health issues; safe schools; transitioning to retirement; noise pollution; issues with neighbors.

What are the most important issues when it comes to the Berkeley Heights community?

Answered: 326

Ranked Responses

- | | | |
|---------------------------------|-------------------------------|--------------------------------|
| 1. Safety | 6. Affordability | 12. Activities |
| 2. Education | 7. Employment | 13. Communication |
| 3. Inclusiveness | 8. Pedestrian Walkways/Trails | 14. Environment/Sustainability |
| 4. Development | 9. Downtown Restoration | 15. Public Services |
| 5. Senior/Public Transportation | 10. Roads/Infrastructure | 16. Political Divisiveness |
| | 11. Children | 17. Community Events |

In a sentence or more, please describe what type of community you want Berkeley Heights to be.

Answered: 326

Popular responses included the words:

- Friendly
- Diverse
- Welcoming
- Safe
- Caring
- Social
- Fair
- Responsible
- Inclusive
- Engaging
- Active
- Open-minded
- Accepting
- Informed
- Revitalized
- Vibrant downtown
- Civic-minded
- Clean
- Beautiful
- Green
- Comfortable
- Accessible
- Courteous
- Family-oriented
- Charming
- Cooperative
- Kind
- Thoughtful
- Transparent
- Fun
- Responsive
- Pedestrian-friendly
- Supportive
- Attractive
- Current
- Intelligent
- Open to new ideas

Overall, how would you rate your satisfaction with the Berkeley Heights Public Library? From 1 (Poor) to 5 (Exceptional).

Answered: 326

Average of all responses: 4.4



What could the library improve overall?

Answered: 326

Summary of Themes

Expanded resources

- More digital streaming services
- More books, audiobooks, and eBooks
- Bigger library budget to purchase more new fiction
- Multiple copies of popular books
- Greater variety of books
- Lend objects other than books
- Museum passes

Awareness

- Community outreach
- Social media engagement
- Publicity of library events and services
- Regular email announcing library events

Programming

- More events for children and adults
- Lectures for adults
- Book clubs or reading groups for adults
- More opportunities for special needs families
- Catalog searching experience
- Technology expertise

Use of physical space:

- Larger children's area
- Layout of books is confusing
- More quiet space
- Public access to meeting space
- More convenient hours / weekend hours

How does the library help improve the quality of your life?

Answered: 326

Summary of Themes

The library provides:

- Study space
- A home away from home
- A safe learning environment
- Programs for children
- Books
- Quiet, productive space
- Information about current events
- Access to digital resources that are costly to individuals (like Ancestry.com)
- Overall cost savings

The library also:

- Connects the community
- Lends, instead of sells, books
- Promotes literacy to children
- Supports lifelong learning
- Expands world experience

