SECTION 1 - GENERAL INFORMATION
January 1, 2017 - December 31, 2021

1.1 Name of System  Brooklyn Public Library
1.2 Street Address  10 Grand Army Plaza
1.3 City  Brooklyn
1.4 Zip Code  11238
1.5 Four Digit Zip Code  5698
Extension (enter N/A if unknown)
1.6 Telephone Number (enter 10 digits only)  (718) 230-2199
1.7 Fax Number (enter 10 digits only)  (718) 398-3947
1.8 Name of System Director  Lisa Rosenblum
1.9 E-Mail Address of the System Director  lrosenblum@bklynlibrary.org
1.10 System Home Page URL  www.bklynpubliclibrary.org
1.11 URL of Current List of Members  http://www.brooklynpubliclibrary.org/about/board-trustees
1.12 Date of Establishment  1896
1.13 Date of Absolute Charter  1896
1.14 Name(s) of Central Library/Co-Central Libraries  Brooklyn Public Library
1.15 Square Mileage of System Service Area  71
1.16 Population of System Service Area  2,504,700
1.17 Type of System  PLS

SECTION 2 - SYSTEM GOVERNANCE

BYLAWS


APPOINTMENT/ELECTION OF SYSTEM BOARD/SYSTEM COUNCIL
2.2 System Board / 
System Council 
Appointment/Election 
- Indicate whether the 
System Board / 
System Council 
Members are 
apPOINTed or elected 
(select one). 
O - Other (specify using the State note)

2.3 Indicate by whom the 
System Board / 
System Council 
Members are 
apPOINTed/elected. 
For example, county 
board, member 
libraries, etc.

Brooklyn Public Library's governing body is the Board of Trustees, consisting of 38 members all serving in non-salaried positions. The Mayor and the Brooklyn Borough President each appoint 11 trustees. Twelve additional members are elected to serve on the board. The Mayor, City Comptroller, Speaker of the City Council and Brooklyn Borough President are ex-officio members of the board. All trustees, except ex-officio members, serve three-year terms.

ADVISORY GROUPS

2.4 Advisory Groups - Indicate the groups that advise the System Board / System Council. (check all that apply):

a. Member Directors' Organization / Council No
b. Outreach Advisory Committee Yes
c. Central Library Advisory Committee No
i. Other (specify using the State note) Yes

SECTION 3 - PLANNING
NEEDS ASSESSMENT AND DEVELOPMENT OF THE PLAN

3.1 Provide a summary describing the processes used to assess needs in the development of the Plan of Service. 

It is Brooklyn Public Library's goal to promote a culture of literacy and lifelong learning. In order to address this goal in our NYS Plan of Service, BPL created a system Strategic Plan and is currently working on a visioning plan which will help guide future library services. The processes for both these plans helped to inform the services identified within. Led by the Office of the Chief Librarian and the Office of Strategic Planning, internal and external stakeholders were consulted and asked to identify key challenges and needs of our communities. Surveys, focus groups and social gatherings were the primary sources of obtaining feedback. In addition, staff reviewed current nationwide library trends as well as demographic information, information from community outreach, analyzed trends in its usage statistics to determine appropriate services.

3.2 Identify the groups involved in development of the Plan of Service and each group's role. 

Creating a plan that will address the needs of all our customers was a collaborative effort between our: 1. Board of Trustees - the Board is responsible for review and approval. Through the Library Operations Committee (a subcommittee of the Board of Trustees) the plan is discussed and approved. Once approved by this subcommittee, the Plan is presented to the full Board for final approval. 2. Executive Management Team-this team will review the input made by public service staff to determine appropriate areas of focus. They will make recommendations to move plan forward for approval by the Library Operations Committee. 3. Public Service Staff and departments-are responsible for doing outreach into communities, identifying and recommending services to the plan that are based on their contacts with customers, community organizations, elected officials and grass roots groups.

3.3 Describe the planning process for the 2017-2021 Central Library Plan. 

The Central Library Five Year Plan of Service is the result of collaboration between BPL's Chief Librarian, the Central Library director and staff, and the Strategy Department.
3.4 Identify the groups involved in development of the Central Library's Plan of service will involve the same group as those involved in the overall plan.

3.5 Describe the integration of the Central Library Plan with the system's Plan of Service. Service priorities for the Central Library are the same institutional priorities outlined in the overall Plan of Service.

3.6 Provide the URL of the 2017-2021 Central Library Plan. https://drive.google.com/file/d/0B5BEYW1b64JScE1seTl3QlBkbHc/view?usp=sharing

3.7 Describe the planning process for the 2017-2021 Direct Access Plan. n/a

3.8 Provide the URL of the 2017-2021 proposed Direct Access Plan. n/a

EVALUATION

3.9 Describe the information to be collected in order to evaluate and determine members' satisfaction with the system's services. We will collect statistics and track trends based on the areas we have included in the Plan of Service. Brooklyn Public Library has statistical analysts who focus on tracking this information for the organization. We will collect: library card registrations, programming statistics (sessions and attendance), circulation (holds, renewals, turnover rate), expenditures (per capita expenditures for collections), security incidents, customer satisfaction through customer service forms, website visits, public computer usage, wireless usage, electronic database usage, summer reading statistics, reference statistics (virtual and in-person), attendance (door count/visits), and number of work orders for building issues.

3.10 Provide the URL for the evaluation form(s) used by members. n/a

3.11 Provide the URL for the results of the member evaluation. n/a

3.12 Describe how the information on customer satisfaction will be used to shape the system's plan in the next year or in the following planning cycle. Analysis of our usage statistics such as door count, program attendance and sessions, library cardholders, and circulation will serve as key components of continued planning. There will also be an ongoing review process of customer feedback and reporting which will be shared with Senior Management and our Board of Trustees.

REVISION PROCESS

3.13 Describe the process for revising the system's Plan of Service for submission to the New York State Education Department/New York State Library. In order to ensure our viability as an organization in the future, BPL will continue to review library trends, collect customer feedback through surveys, focus groups, and social gatherings. Collected satisfaction surveys and data from focus groups will be compiled and areas of improvement will be identified. Findings will be presented to senior management for review. Funding and alignment with institutional goals will be the primary measures for incorporating improvements and revising the plan.
SECTION 4 - GOALS/RESULTS

4.1 The Library System's Mission Statement

It is the mission of Brooklyn Public Library to ensure the preservation and transmission of society's knowledge, history and culture, and to provide the people of Brooklyn with free and open access to information for education, recreation and reference.

Minimum Requirement for questions 4.2 though 4.18 - complete one repeating group for each topic of every element.

4.2 Element I - RESOURCE SHARING

Cooperative Collection Development

1. Goal Statement
   Brooklyn Public Library will continue to streamline operational processes through a fully consolidated shared technical services organization that would oversee selection, acquisitions, cataloging, processing, sorting and delivery of library materials for both the Brooklyn Public Library and the New York Public Library

   2a. Year 1 - Yes
   2b. Year 2 - Yes
   2c. Year 3 - Yes
   2d. Year 4 - Yes
   2e. Year 5 - Yes

3. Intended Result(s)
   _BPL will increase efficiencies in our internal processes to provide faster turnaround time from receipt to shelf _BPL will continue to negotiate deeper discounts and value added services as a consolidated unit _There will be a coordinated effort to reduce the redundancy in cataloging and selection by prioritizing, identifying and implementing best practices. _BPL will continue to expand and promote the Department of Education direct to school delivery

4. Evaluation Method(s)
   - Comparative cost analysis of savings and services
   - Internal benchmarking studies
   - Staff feedback through ServiceNow

4.3 Element I - RESOURCE SHARING

Integrated Library System

1. Goal Statement
   Brooklyn Public Library will continue to upgrade and maintain its Integrated Library System software and hardware in order to provide added service enhancements to Brooklyn's communities.

   2a. Year 1 - Yes
   2b. Year 2 - Yes
   2c. Year 3 - Yes
   2d. Year 4 - Yes
   2e. Year 5 - Yes

3. Intended Result(s)
   _The ILS will provide an improved interface for public and staff _Staff will have improved data access and reports _Our users will have an improved fine payment experience _Interfaces with third party software will enhance user experience _Improved notifications for Patron materials

4. Evaluation Method(s)
   _System accuracy and adherence to performance indicators included in the vendor contract
   _Staff feedback on data and reporting
   _User experience feedback

4.4 Element I - RESOURCE SHARING

Delivery

1. Goal Statement
   Brooklyn Public Library will continue to work within its New York Public Library partnership (BookOps) to maintain and increase efficiencies in sorting, processing and delivery of materials.

   2a. Year 1 - Yes
   2b. Year 2 - Yes
   2c. Year 3 - Yes
2c. Year 3
2d. Year 4
2e. Year 5

3. Intended Result(s) _BPL will maintain it high standards and patrons expectations through the delivery of new and circulating materials. _We will maintain the industry leading 24 hours turnaround time for the sorting and delivery of circulation materials traveling from one branch to another. _New and circulating materials will arrive at our high volume branches pre-sorted by specific categories which will reduce shelving time by 3-5 hours weekly. _Enhanced automated checking-in of new materials will reduce patrons wait time for new materials and further reduced overhead cost. _Annual savings projected from the BookOps partnership will yield an annual saving of ~2 million compared to pre-BookOps functions.

4. Evaluation Method(s) _Track the number of items sorted and delivered on a daily basis.

4.5 Element I - RESOURCE SHARING
Interlibrary Loan
1. Goal Statement BPL will continue to provide its patrons access to other libraries' materials through participation in national and local resources sharing consortia. In addition to providing services through OCLC, BPL is part of 3 resource sharing consortium: The Empire State Library network, The Metropolitan New York Library Council, and the LVIS (Libraries Very interested in Sharing) nationwide resource sharing consortium.

2a. Year 1
2b. Year 2
2c. Year 3
2d. Year 4
2e. Year 5

3. Intended Result(s) BPL will have access to select library collections in the United States including access to many local institutions that can deliver materials to our office within 2 - 5 days. In addition, by lending our materials to other library systems we intend to remain a resource sharing partner in good standing within the ILL community.

4. Evaluation Method(s) Continued collection of usage statics- lent vs borrowed
1. Goal Statement Brooklyn Public Library's Inter-library Loan department will work in conjunction with the Web Applications department to improve our current web request form.

2a. Year 1
2b. Year 2
2c. Year 3
2d. Year 4
2e. Year 5

3. Intended Result(s) The new form will streamline the request process making it easier for staff to submit patron's ILL request.

4. Evaluation Method(s) Staff feedback
1. Goal Statement Inter-library Loan department staff will work with Central Library divisions and Business and Career Library staff to clean-up OCLC records.

2a. Year 1
2b. Year 2
2c. Year 3
2d. Year 4
2e. Year 5

3. Intended Result(s) Updating records in OCLC we will assist library staff in their efforts to maintain their collections and will also reduce the number of customer requests for materials that we no longer hold.

4. Evaluation Method(s) _Staff feedback _Deletion of materials/updated records

4.6 Element I - RESOURCE SHARING
Digital Collections Access
1. **Goal Statement**
The Brooklyn Public Library will continue to collaborate and advocate with other library organizations and vendors to improve access to its digital collections and make them more discoverable and easier to use through new and current tools: online catalog and discovery layers (Sierra, Bibliocommons), individualized vendor websites and vendor provided apps (Overdrive, 3M Cloud Library), and new third party apps (i.e. SimplyE).

2a. Year 1 Yes
2b. Year 2 Yes
2c. Year 3 Yes
2d. Year 4 Yes
2e. Year 5 Yes

3. **Intended Result(s)**
- Make collections more discoverable to staff and patrons from a variety of easy to use access points.
- Improve usage of current e-content collections.
- Take part in advocacy efforts (ReadersFirst, NISO) to ensure standards and interoperability for better integration across the public library marketplace.
- Integrate varied and fragmented vendor sites/collections into common, streamlined discovery, circulation, and reading platforms.

4. **Evaluation Method(s)**
- Vendor and other third party administrative tools for usage statistics
- Library website analytics
- Staff feedback
- Patron feedback

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1. **Goal Statement**
BPL will develop a new digital collections catalog to provide public access to the digitized archival materials held by the Brooklyn Collection as well as new, born-digital content created by community heritage initiatives like the Our Streets, Our Stories oral history project. Metadata describing these collections will be shared with the Digital Public Library of America, via the Empire State Digital Network, so that researchers nationwide can find and use our digital collections.

2a. Year 1 Yes
2b. Year 2 Yes
2c. Year 3 Yes
2d. Year 4 Yes
2e. Year 5 Yes

3. **Intended Result(s)**
- Increase the number of digital items available to the public
- Increase the variety of formats of historical materials available to the public
- Improve the searching and viewing functionality for digital collections
- Create a platform for sharing new content created by various outreach programs within the library (like the Our Streets, Our Stories oral history project)

4. **Evaluation Method(s)**
- Track number of digital items from our collections available on digital collections catalog.
- Track number and type of new digital formats ingested into our digital asset management system
- Track site visits to new digital collections catalog.

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4.7 **Element I - RESOURCE SHARING**

**Other (Optional)**

1. **Topic**
Technology

2. **Goal Statement**
Brooklyn Public Library will provide its customers with the latest technology and technology training.

3a. Year 1 Yes
3b. Year 2 Yes
3c. Year 3 Yes
3d. Year 4 No
3e. Year 5 No

4. **Intended Result(s)**
- Customers will have access to the latest technology
- Customers will learn how to use the technology for their everyday needs
- Customers will be able to get free tech training on a variety of applications--from novice to intermediate/advanced

5. **Evaluation Method(s)**
- Program sessions and attendance data
- Customer service survey results
- Staff feedback

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4.8 **Element 2 - SPECIAL CLIENT GROUPS**

**Adult Literacy**
1. Goal Statement
BPL will assist adult learners in achieving their personal, educational, and employment goals through innovative programs, small group instruction, and one-on-one consultation sessions.

2a. Year 1
Yes
2b. Year 2
Yes
2c. Year 3
Yes
2d. Year 4
Yes
2e. Year 5
Yes

3. Intended Result(s)
Adult learners will improve their basic literacy skills at BPL’s five Adult Learning Centers. Adult learners will participate in digital and information literacy training regularly as part of their instruction and through special workshops and initiatives. Adult learners will participate in specialized workshops and seminars on topics ranging from financial literacy and health literacy to career planning and entrepreneurship. Adult learners throughout our sites and programs will report positive experiences.

4. Evaluation Method(s)
Track student progress in Learning Centers using pre and post TABE assessments among others tools such as student portfolios. Track attendance and the number of students who have participated in computer and information literacy training and initiatives. Track participation in specialized workshops in the Learning Centers and at other locations. Collect information about referrals to other internal and external programs and partners. Gather qualitative feedback and anecdotes using surveys and other instruments to capture student satisfaction and overall experience in our programs.

1. Goal Statement
BPL will continue to provide and expand quality ESOL classes throughout the borough with a broad range of schedules and also with an emphasis on technology and work readiness.

2a. Year 1
Yes
2b. Year 2
Yes
2c. Year 3
Yes
2d. Year 4
Yes
2e. Year 5
Yes

3. Intended Result(s)
ESOL students enrolled in our programs and classes will demonstrate educational gain. ESOL students enrolled in our programs and classes will demonstrate improvement in their technology skills. ESOL students enrolled in our programs and classes will demonstrate their preparedness for the world of work. ESOL students enrolled in our advance classes will take advantage of business English and entrepreneurial based classes and initiatives.

4. Evaluation Method(s)
Track student progress in our ESOL program using pre and post BEST Plus and BEST Literacy assessments. Gather evidence of student improvement in understanding and using technology. Collect information about student participation in special career readiness workshops. Collect information about referrals to other internal and external programs and partners. Gather qualitative feedback and anecdotes using surveys and other instruments to capture student satisfaction and overall experience in our programs.

1. Goal Statement
BPL will continue to provide and expand quality Pre-HSE classes throughout the borough with a broad range of schedules and also with an emphasis on technology and college and career readiness.

2a. Year 1
Yes
2b. Year 2
Yes
2c. Year 3
Yes
2d. Year 4
Yes
2e. Year 5
Yes

3. Intended Result(s)
Pre-HSE students including those in our Young Adult Literacy Program (YALP) will demonstrate educational gain. Pre-HSE students including those in our Young Adult Literacy Program (YALP) will demonstrate improvement in their technology skills. Pre-HSE students including those in our Young Adult Literacy Program (YALP) will demonstrate their preparedness for college and careers. Track student progress in our Pre-HSE programs using pre and post TABE assessments.
4. Evaluation Method(s)
among others tools such as student portfolios _Gather evidence of student improvement in
understanding and using technology _Collect information about student participation in
college and career readiness workshops as well as in internships and bridge programs
_Collect information about referrals to other internal and external programs and partners
_Gather qualitative feedback and anecdotes using surveys and other instruments to capture
student satisfaction and overall experience in our programs

4.9 Element 2 - SPECIAL CLIENT GROUPS
Coordinated Outreach (See Instructions for outreach target groups)

1. Goal Statement
   Job Seekers: BPL especially through its technology rich Business & Career Center at the
   Central Library will support job seekers and entrepreneurs throughout the borough with
developing solid foundations of skills through the delivery of career readiness and business
related materials, online resources, workshops, and services in addition to referrals to
external partners.

   2a. Year 1  No
   2b. Year 2  No
   2c. Year 3  No
   2d. Year 4  No
   2e. Year 5  No

3. Intended Result(s)
   _Job seekers and entrepreneurs will find the latest print, electronic, and multi-media
   resources to assist with all stages of their job search, career, and/or business goals _Job
   seekers and entrepreneurs will benefit from personalized sessions to discuss/review topics
   related to their job search, career, and/or business goals with professionals and volunteers
   _Job seekers and entrepreneurs will participate in informative and interactive workshops
   throughout the borough _Job seekers and entrepreneurs will take advantage of strategic
   partnerships, networking opportunities and referrals to agencies for assistance with their job
   search, career, and/or business needs and goals _Job seekers and entrepreneurs will find
   more opportunities to improve their digital skills through interactive workshops,
   personalized assistance and online learning platforms that target the requirements of the
   workplace _Immigrants will be introduced to the resources and information they seek in
   order to improve their economic well-being through workshops that address job seeking,
   financial literacy and business operations; programs and assistance in appropriate languages
   and branch locations will increase. _Young adults will learn about pathways to employment
   and entrepreneurship through programs and resources that explore educational and
   entrepreneurial opportunities

4. Evaluation Method(s)
   _Collect circulation as well as database use statistics on materials/resources for jobseekers
   and entrepreneurs _Collect statistics on number of programs and workshops for jobseekers
   and entrepreneurs including one-on-one sessions with professionals and volunteers _Track
   referrals and outcomes of jobseekers and aspiring entrepreneurs systematically _Record the
   number of programs for jobseekers and entrepreneurs with a technology focus _Gather
   information about the number of immigrants and young adults participating in career
   readiness and business related programs _Gather qualitative feedback and anecdotes using
   surveys and other instruments to capture patron satisfaction and overall experience in our
   programs

1. Goal Statement
   Services for Older Adults: Brooklyn Public Library's (BPL) Services for Older Adults
   Department will offer inclusive programming and services tailored for the 50+ audience.
   These include lectures, films, performances and educational programs that reflect the wide
   interests of today's older adults. Services for Older Adults will exclusively provide
   homebound users, and users with disabilities, with equal access to BPL services and
   materials through programming and our Books by Mail/Books to Go services.

   2a. Year 1  Yes
   2b. Year 2  Yes
   2c. Year 3  Yes
   2d. Year 4  Yes
   2e. Year 5  Yes
3. Intended Result(s) Through strategic initiatives, Services to Older Adults will strengthen its core programs by facilitating state-of-the-art access to information, incorporating digital initiatives, and empower transformational services targeting an audience of ages 50+ and their families. Encourage staff to understand and recognize the multidimensional aspects of aging, providing information and materials that may affect this client group. Identify responsive programs that reflect the diversity and interests of Brooklyn's 50+ population. BPL will continue to provide access to materials to our homebound users, and users with disabilities, through lending libraries at nursing homes and our Books by Mail service. Staff will pursue opportunities for cooperative programming with community partners and senior centers; exploring partnership opportunities to provide library services outside of the library. Foster the Senior Assistant peer-to-peer mentoring and leadership program to provide older adults an opportunity to build meaningful engagement.

4. Evaluation Method(s) Track attendance at programs and outreach events Identify interests older adults through focus groups and surveys Evaluate customer service forms, program evaluation forms, and surveys Track circulation of Book by Mail/Books to Go materials

1. Goal Statement Homeless: With the help of an in-house social worker, Brooklyn Public Library will pilot a new homeless outreach program, develop library hubs at a number of homeless shelters in Brooklyn and dedicate local branch librarians at every partnering shelter location to develop and increase new children and family programming as well as provide transformative benefits to young adults and parents.

2a. Year 1 Yes
2b. Year 2 Yes
2c. Year 3 Yes
2d. Year 4 Yes
2e. Year 5 Yes

3. Intended Result(s) _BPL will increase its programming for children and families in the shelters _BPL will provide more education and job readiness services for teens and adults _BPL will increase participation in various library-wide initiatives, such as Summer Reading._BPL will pilot and expand new program models, such as Every Child Ready to Ready (ECRR) for infants and toddlers and their caregivers/parents._There will be greater collaboration with key organizations such as Department of Homeless Services (DHS), Department of Education (DOE) and Human Resources Administration (HRA)

4. Evaluation Method(s) BPL will track programs and program attendance, book circulation, track changes in behavior and attitudes of program participants, track number of community partnerships, and BPL employs pre- and post-program evaluations, and comment cards.

1. Goal Statement Veterans: Brooklyn Public Library will develop library hubs at the VA hospital and the military base of FT Hamilton. BPL will also dedicate a special collection at the Fort Hamilton Library dedicated to military members, their families and veterans. BPL will provide Special programming geared toward veterans and the dependents year round.

2a. Year 1 Yes
2b. Year 2 Yes
2c. Year 3 Yes
2d. Year 4 Yes
2e. Year 5 Yes

3. Intended Result(s) _BPL will furnish the VA library with career-based, and life transforming collections _BPL local branches will provide programming to inform, such as targeted programs with speakers and, public discussions _BPL will increase participation by veterans by including them in our local oral history, and resource fairs.

4. Evaluation Method(s) BPL will track programs and program attendance, book circulation, track number of community partnerships, and BPL employs pre- and post-program evaluations, and comment cards.


2a. Year 1 Yes
2b. Year 2  Yes
2c. Year 3  Yes
2d. Year 4  Yes
2e. Year 5  Yes

3. Intended Result(s)  
_We will expand cultural/educational programs conducted in the native languages of our immigrant users including multilingual Creative Aging, multilingual Family Story times, World Language Family Programs and multilingual Business and Career help. _There will be an increase in the number of World Language materials in our collection and circulation of World Language and English Language Learning materials. _We will continue to provide volunteer-led and volunteer-assisted English Conversation Group and Citizenship Preparation programs for immigrants. _There will be an increase in the usage of Language Line by Library staff and library documents translated into top six languages spoken in Brooklyn. _We will develop improved relationships with ethnic and foreign language press.

4. Evaluation Method(s)  
_Statistical tracking of program participation and circulation _Statistical tracking of Language Interpretation Requests _Statistical tracking of document translation of essential library documents _Tracking of number of articles and ads in ethnic press

1. Goal Statement  
Immigrants: Improve immigrant patrons' access to citizenship preparation, trust-worthy free legal services and civic engagement across Brooklyn.

2a. Year 1  No
2b. Year 2  No
2c. Year 3  No
2d. Year 4  No
2e. Year 5  No

3. Intended Result(s)  
_We will continue to provide citizenship and immigration information, referral and learning opportunities through citizenship preparation classes, Immigration information sessions, New Americans Corners collections and staff training. _We will maintain high quality partnerships with immigration legal service providers to offer library-based immigration legal services including 1:1 Immigration Legal Services, CitizenshipWorks Application Workshops and Diversity Visa Lottery application assistance in multiple locations. _We will provide Navigation assistance information guidance and referral via the Immigration and Citizenship Services phone line.

4. Evaluation Method(s)  
_Statistical tracking of program participation and circulation _Statistical tracking of number of phone calls to Library Immigration and Citizenship Services Line _Track the number of community partnerships _Evaluate feedback surveys from staff, community partners and patrons

4.10 Element 2 - SPECIAL CLIENT GROUPS
Correctional Facilities (State and County)

1. Goal Statement  
Brooklyn Public Library's Jail & Prison Library Office will partner with other libraries, city agencies, and community-based organizations to meet the information needs of Brooklyn's incarcerated and formerly incarcerated individuals and their families.

2a. Year 1  Yes
2b. Year 2  Yes
2c. Year 3  Yes
2d. Year 4  Yes
2e. Year 5  Yes

3. Intended Result(s)  
BPL will increase its programming for incarcerated and formerly incarcerated individuals reaching all 12 NYC city jails with book loan services, early literacy training, video conferencing, or other library initiatives. _BPL will continue to expand letter-based reference services for prisoners in NY State, and BOP Federal facilities across New York. _BPL will expand our free library-based jail video conferencing program beyond the NYC jail system to include NY State prisons.
_BPL will track programs and program attendance, book circulation, referrals to outside
4. Evaluation Method(s) agencies and internal programs, and changes in behavior and attitudes of program participants. _BPL employs pre- and post-program evaluations, participant focus groups, and comment cards.

4.11 Element 2 - SPECIAL CLIENT GROUPS
Youth Services (Youth to age 18 exclusive of Early Literacy)

1. Goal Statement BPL will have a children's librarian and young adult librarian at every location to increase and develop new programming as well as act as mentors for Brooklyn's young people.

2a. Year 1 Yes
2b. Year 2 Yes
2c. Year 3 Yes
2d. Year 4 Yes
2e. Year 5 Yes

3. Intended Result(s) _BPL will increase its programming for children, teens, and families _BPL will implement STEM programs for children at every location _BPL will utilize new technology in children's and teen programs _There will be greater collaboration with key organizations that support children, teens, and families

4. Evaluation Method(s) _Review programming, class visit, and group visit statistics _Track number of community partnerships _Evaluate program success through various quantitative and qualitative methods

1. Goal Statement BPL will refresh children's spaces and create dedicated teen spaces at all 60 locations as well as create a new, cutting-edge teen space at the Central Library.

2a. Year 1 Yes
2b. Year 2 Yes
2c. Year 3 Yes
2d. Year 4 Yes
2e. Year 5 Yes

3. Intended Result(s) _All locations will upgrade technology in children's and teen spaces and refresh furnishings to provide welcoming, comfortable environments. _BPL Teen will offer increased access to a range of technology, material resources and innovation _Staff will provide programming to meet the personal and educational needs of youth as 21st Century Learners _The new Central Library Teen Space will serve as a model for the entire library system for innovative programming using digital media _BPL will continue to foster relevant partnerships with other youth organizations that provide digital media programming

4. Evaluation Method(s) _Review technology usage statistics, program attendance, and anecdotal patron feedback _Review program attendance and related statistics in the new Central Teen space; adapt program and collection models accordingly. _Seek formal and informal feedback from youth on the space, collections and programs via surveys, focus groups, advisory groups and other means. _Meet regularly with partner organizations to ensure quality outcomes.

1. Goal Statement All BPL staff will have increased knowledge of how to provide excellent customer service to children and teens, based on their developmental needs.

2a. Year 1 Yes
2b. Year 2 Yes
2c. Year 3 Yes
2d. Year 4 Yes
2e. Year 5 Yes

3. Intended Result(s) BPL will train all public service staff over the next three years in the best practices of customer service for children, teens, and their families in training sessions called Everyone Serves Youth, incorporating NY State's training component, Everyone Serves Young Families.

4. Evaluation Method(s) _Track number of staff attending training _Survey staff after they attend training

1. Goal Statement BPL will provide volunteer, leadership, and employment opportunities for youth, age 12-18.
2a. Year 1  Yes  
2b. Year 2  Yes  
2c. Year 3  Yes  
2d. Year 4  Yes  
2e. Year 5  Yes

3. Intended Result(s)  BPL will offer increased opportunities for teens through programs such as Book Buddies, T4, BCAPteen, Brooklyn Library Youth Council. BPL will continue to cultivate leadership skills and responsibility by offering year-long programs that connect teens to the Library and their communities.

4. Evaluation Method(s)  Review program attendance and related statistics  Seek formal and informal feedback from youth on volunteer, leadership, and employment opportunities

4.12 Element 2 - SPECIAL CLIENT GROUPS  
Early Literacy (Birth to School Age with Parents/Caregivers)

1. Goal Statement  BPL will ensure early literacy programs are more welcoming to English Language Learner families.

2a. Year 1  Yes  
2b. Year 2  Yes  
2c. Year 3  Yes  
2d. Year 4  Yes  
2e. Year 5  Yes

3. Intended Result(s)  Expand our storytime programs to the languages spoken by Brooklyn families  Create multilingual resources for families attending programs

4. Evaluation Method(s)  Track number of programs and the languages they are offered in  Resource guides distributed

1. Goal Statement  Over the next three years BPL will train children's librarians in the four components of New York State's Ready to Read at New York Libraries early literacy best practices

2a. Year 1  Yes  
2b. Year 2  Yes  
2c. Year 3  Yes  
2d. Year 4  Yes  
2e. Year 5  Yes

3. Intended Result(s)  Train BPL staff in early literacy outreach  Train BPL staff in early literacy spaces  Train BPL staff in early literacy rich programming  Train BPL staff in early literacy workshops for parents and caregivers

4. Evaluation Method(s)  Track number of staff attending training  Survey staff after they attend training

1. Goal Statement  BPL will create up to 10 early literacy spaces in branches per year

2a. Year 1  Yes  
2b. Year 2  Yes  
2c. Year 3  Yes  
2d. Year 4  Yes  
2e. Year 5  Yes

3. Intended Result(s)  Create small scale early literacy play spaces in BPL locations  Train BPL staff in how to maintain them

4. Evaluation Method(s)  Track number of spaces created  Survey staff after they attend training

1. Goal Statement  BPL will offer Saturday storytimes at every branch

2a. Year 1  Yes  
2b. Year 2  Yes  
2c. Year 3  Yes  
2d. Year 4  Yes  
2e. Year 5  Yes
3. Intended Result(s)  
.Schedule storytimes when working parents can attend with their children  
._Train non-children's librarians in how to conduct a simple storytime  

4. Evaluation Method(s)  
._Track scheduled programs  
._Survey staff after they attend training  

4.13 Element 2 - SPECIAL CLIENT GROUPS  

OTHER (Optional)  
1. Topic  
.Children with Special Needs  

2. Goal Statement  
.Continue to provide direct service and drop-in programs for children and teens with  
.disabilities in Brooklyn. At the same time, serve more of Brooklyn's youth with disabilities  
.by building capacity for inclusive library service in every branch that addresses the diversity  
.of each community.  

3a. Year 1  
.Yes  

3b. Year 2  
.Yes  

3c. Year 3  
.Yes  

3d. Year 4  
.Yes  

3e. Year 5  
.Yes  

4. Intended Result(s)  
._Continue to provide inclusive drop-in programs for youth  
._Continue to work with juvenile detention centers and family and youth shelters  
._Continue to provide information and resources, including workshops, to parents, caregivers, education and others involved in the  
lives of youth with disabilities  
._Continue our existing partnership and develop new ones  
._Continue our presence in the Spanish-speaking communities of Brooklyn  
._Maintain our presence in hospitals and clinics through Hospital Storytelling  
._Continue to bring library services to people who struggle to reach libraries with Kidsmobile  
._Assess and respond to branch needs  
._Provide resources for branch staff to support them in including youth with disabilities  
._Offer branch based disability awareness training for staff modeled on Everyone Serves Youth  
._Update the gardening manual, including a more rigorous inquiry based STEM perspective  
._Build out the on-line resources for staff on B-Line  
."disability resource shelves" for all branches  

5. Evaluation Method(s)  
._Continue to count the number of people we reach  
._Evaluate programs by surveying attendees  
._Evaluate training by surveying attendees  
._Measure outcomes of staff training  
._Number of programs offered  
._Number of students receiving special education resources served  

4.14 Element 3 - PROFESSIONAL DEVELOPMENT AND TRAINING  

1. Goal Statement  
.Brooklyn Public Library will offer blended professional development resources that are  
aligned with the Library's Plan of Service to all of its employees. Collaborating with key  
stake holders, the Library will identify resources for training and development as it relates  
to areas such as technology, leadership, management, and customer service. The Library  
also recognizes the need for title-specific training and development, and will provide  
resources that support forward movement and progression for various employee groups.  
Employees will also be encouraged to seek and participate in continuing education  
opportunities, external training, conferences, and workshops.  

2a. Year 1  
.Yes  

2b. Year 2  
.Yes  

2c. Year 3  
.Yes  

2d. Year 4  
.Yes  

2e. Year 5  
.Yes  

3. Intended Result(s)  
._The Library will see increased access for online and instructor led training.  
._The Library will support and allocate dedicated staff development hours.  
._Employees will become more knowledgeable in their area of expertise.  
._The Library will be a stronger entity with better equipped and exceptional employees.  

4. Evaluation Method(s)  
._Create a document that allows staff to quantify their experience  
._Track all types of completed training hours  
 ._Track conference attendance and workshop hours  
 ._Track staff participating in continuing education opportunities  

4.15 Element 4 - CONSULTING AND DEVELOPMENT SERVICES  

.BPL will actively engage branch staff in raising money for programs and services from
1. **Goal Statement**

   private and non-City public sources.

2a. Year 1  Yes
2b. Year 2  Yes
2c. Year 3  Yes
2d. Year 4  Yes
2e. Year 5  Yes

3. **Intended Result(s)**
   BPL will generate increased and ongoing support for existing services and new initiatives that meet the needs and interests of its diverse constituency.

4. **Evaluation Method(s)**
   - Total dollars raised on annual basis for general operating services and restricted programs
   - Total number of donors on annual basis
   - Total number of gifts on annual basis

**Element 5 - COORDINATED SERVICES FOR MEMBERS**

**Virtual Reference**

1. **Goal Statement**

   Brooklyn Public Library will continue to expand access to reference services through offering telephone, e-mail and chat reference. A new Call Center, operated and staffed through BPL's Information Technology Department, will manage the bulk of account and circulation related telephone calls so that librarian staff can focus on research and reference questions. New librarians are being trained to participate in chat reference, which will allow for greater coverage of chat questions. BPL will also continue its subscription to OCLC's QuestionPoint services and participation in OCLC's 24/7 Chat Reference Cooperative. BPL will also expand its collection of virtual reference works through its electronic resource vendors.

2a. Year 1  Yes
2b. Year 2  Yes
2c. Year 3  Yes
2d. Year 4  Yes
2e. Year 5  Yes

3. **Intended Result(s)**
   - Increased number of staff participating in chat reference.
   - Increased percentage of telephone, e-mail and chat reference questions answered.

4. **Evaluation Method(s)**
   - Track number of chat, e-mail and reference questions received and answered.
   - Track number of staff participating in chat reference

**BookMatch**

1. **Goal Statement**

   Brooklyn Public Library will continue to offer its innovative BookMatch online readers advisory service to readers of all ages.

2a. Year 1  Yes
2b. Year 2  Yes
2c. Year 3  Yes
2d. Year 4  Yes
2e. Year 5  Yes

3. **Intended Result(s)**
   - Maintain or grow the number of BPL librarians serving on the BookMatch committee.
   - Maintain a high level of customer service to ensure reader satisfaction with the service.
   - Offer at least one readers' advisory staff training each year, drawing on the wealth of skill and experience gained by librarians actively serving on the BookMatch committee.

4. **Evaluation Method(s)**
   - Track the number of BPL librarians serving on the BookMatch committee.
   - Track the number of BookMatch questions being submitted on a bi-annual basis.
   - Evaluate feedback from BookMatch users.
   - Track the number of readers' advisory staff trainings offered on an annual basis.

**Element 5 - COORDINATED SERVICES FOR MEMBERS**

**Digitization Services**

The Brooklyn Collection and Information Technology departments will implement a new
1. **Goal Statement**

digital asset management system (Widen) to facilitate the collection, accessibility, and long-term storage of digitized historical materials (photographs, videos, oral histories, ephemera, etc) as well as born-digital media created by BPL staff. The Info Commons will provide digital conversion equipment to staff and the public to transfer obsolete formats (VHS, cassette, etc) into digital ones.

2a. Year 1 Yes
2b. Year 2 Yes
2c. Year 3 Yes
2d. Year 4 Yes
2e. Year 5 Yes

3. **Intended Result(s)**

   - Material created through staff-led initiatives (podcasting, oral history collecting, etc) will be collected and cataloged in one place
   - Newly digitized collections will be cataloged and made available to the public
   - Improved search functionality across digital collections, allowing faceted search to narrow results by multiple categories

4. **Evaluation Method(s)**

   - Track number of new collections added to the digital asset management system
   - Track number of existing collections transferred to the digital asset management system
   - Track number of items converted from obsolete to current formats

### Element 5 - COORDINATED SERVICES FOR MEMBERS

**Other (Optional)**

1. **Topic**
2. **Goal Statement**
3a. Year 1 No
3b. Year 2 No
3c. Year 3 No
3d. Year 4 No
3e. Year 5 No

4. **Intended Result(s)**
5. **Evaluation Method(s)**

### Element 6 - AWARENESS AND ADVOCACY

1. **Goal Statement**

Brooklyn Public Library will develop and implement a robust advocacy program to preserve and expand funding from government sources.

2a. Year 1 Yes
2b. Year 2 Yes
2c. Year 3 Yes
2d. Year 4 Yes
2e. Year 5 Yes

3. **Intended Result(s)**

   - BPL’s supporters will push for adequate resources for the library
   - BPL will communicate the breadth and depth of its service delivery to stakeholders
   - BPL will engage elected officials and community partners in communicating library needs

4. **Evaluation Method(s)**

   - Track number of advocacy actions taken, measure participation in advocacy program, preservation/increase of capital and expense budget for the library

1. **Goal Statement**

Brooklyn Public Library will further develop and enhance the BPL Friends program

2a. Year 1 Yes
2b. Year 2 Yes
2c. Year 3 Yes
2d. Year 4 Yes
2e. Year 5 Yes

3. **Intended Result(s)**

   - BPL’s Friends will increase awareness, advocacy and fundraising for their local branches
   - BPL’s Friends will be prepared to advocate on a City and State basis for better funding for libraries
4. Evaluation Method(s)  Track Friends programs, fundraising dollars and advocacy participation
1. Goal Statement  Engage with, reward and learn from patrons who make exceptionally frequent use of the Library by having them become part of the Power User group.

2a. Year 1  Yes
2b. Year 2  Yes
2c. Year 3  Yes
2d. Year 4  Yes
2e. Year 5  Yes

3. Intended Result(s)  _BPL will continue to invite patrons with high lifetime checkout totals to become Power Users, and expand our reach to invite patrons with high eBook checkouts and high public computer use. _BPL will incentivize patrons to become Power Users with special branded Library cards, promotional items and other benefits. _BPL will invite Power Users to attend focus groups to help us understand how they use the Library, which programs and services are most vital to them, and how to grow the Library's number of active patrons.

4. Evaluation Method(s)  _Track the number of patrons who join the Power User program _Track the number of patrons who attend focus groups

4.20 Element 7 - COMMUNICATIONS AMONG MEMBER LIBRARIES AND/OR BRANCHES
1. Goal Statement  Brooklyn Public Library will continue to develop responsive and inclusive communication across the institution. This will be done by establishing a systematic process for gathering, analyzing and leveraging user and employee insights, as well as demographic and industry trends in Brooklyn, to drive improved organizational decision-making. Front line staff generated program and services will be encouraged and supported through innovative projects like BPL Incubator. BPL redesign of both the public website and internal intranet will foster improved communications and collaborations. Front line public service staff, support departments and community stakeholders will share feedback to help shape BPL’s Strategic Plan.

2a. Year 1  Yes
2b. Year 2  Yes
2c. Year 3  Yes
2d. Year 4  Yes
2e. Year 5  Yes

3. Intended Result(s)  _Staff will feel more invested in the institution as a whole, tapping into the great deal of pride staff has in being a part of the Library. _BPL will provide a clarified methodology and direction for the institutionâ€”more finely tuned and thoughtful decision-making process, based on the needs of our customers _BPL will have more visibilityâ€”actively seeking out community groups through programming partnerships and promotion of library meeting room space.

4. Evaluation Method(s)  Evaluate surveys and focus group feedback

4.21 Element 8 - COLLABORATIVE EFFORTS WITH OTHER LIBRARY SYSTEMS
1. Goal Statement  Brooklyn Public Library will continue to support the MyLibraryNYC school partnership program in collaboration with NYC Department of Education Office of Library Services, New York Public Library (NYPL) and Queens Libraryâ€”by maintaining strong relationships with Brooklyn's partner schools.

2a. Year 1  Yes
2b. Year 2  Yes
2c. Year 3  Yes
2d. Year 4  Yes
2e. Year 5  Yes

3. Intended Result(s)  Maintain staffing of full-time BPL School Outreach Librarians to support the MyLibraryNYC initiative. Continue to maintain or grow the number of MyLibraryNYC partner schools in Brooklyn. Continue to maintain or grow partner school community (teachers/school librarians, parents and students) usage of and engagement with the Brooklyn Public Library.
4. **Evaluation Method(s)**  
- Track the number of MyLibraryNYC partner schools in Brooklyn on an annual basis.  
- Statistical data on library card usage (BPL single item circulation and database access) for MyLibraryNYC educator and student cardholders.  
- Statistical data on active monthly MyLibraryNYC educator and student cardholders.  
- Statistical data on MyLibraryNYC educator cardholder usage of the NYPL circulating teacher set collection.  
- Track the number of staff (teachers/school librarians), parents and students reached on a monthly basis at outreach events hosted at MyLibraryNYC partner schools.  
- Evaluate feedback from schools and partner organizations.

1. **Goal Statement**  
   BPL will collaborate with Queens Library on a Common Heritage Grant from the National Endowment for the Humanities. Together the two library systems will plan and conduct community heritage scanning events in six branches, along with two capstone presentations on the impact of immigration on Queens and Brooklyn in the latter half of the 20th century. BPL will also collaborate with the Empire State Digital Network to share metadata with the Digital Public Library of America.

   2a. **Year 1**
   Yes

   2b. **Year 2**
   Yes

   2c. **Year 3**
   Yes

   2d. **Year 4**
   Yes

   2e. **Year 5**
   Yes

3. **Intended Result(s)**  
- Sharing of resources and best practices to meet common goals in community outreach.  
- Targeted outreach to new-American communities in Brooklyn and Queens  
- Greater accessibility for our digital collections through exposure on the nationwide database of the Digital Public Library of America

4. **Evaluation Method(s)**  
- Track number of participants in programs co-hosted with Queens Library  
- Collection of feedback from participants in the Common Heritage-funded programs  
- Track number of new collections added to Digital Public Library of America

4.22 **Element 9 - OTHER (Optional)** - If there are other elements not listed above to be included in the System's Plan of Service, complete one repeating group for each element.

1. **Element**
2. **Topic**
3. **Goal Statement**
   4a. **Year 1**
   No

   4b. **Year 2**
   No

   4c. **Year 3**
   No

   4d. **Year 4**
   No

   4e. **Year 5**
   No

5. **Intended Result(s)**
6. **Evaluation Method(s)**

4.23 **Element 10 - CONSTRUCTION**

1. **Goal Statement**  
   Brooklyn Public Library will begin the construction of the initial phase of the Central Library Renovations.

   2a. **Year 1**
   Yes

   2b. **Year 2**
   Yes

   2c. **Year 3**
   Yes

   2d. **Year 4**
   Yes

   2e. **Year 5**
   No

   _BPL will provide enhanced service for all visitors _The infrastructure upgrade includes
3. Intended Result(s)  
replacement of all elevators, escalators and the fire alarm system. The public can obtain a variety of services at our Civic Center which includes IDNYC, Passport Services, a computer center and a Security station. Our newly envisioned Popular Library is relocated to the front of the library allowing quick access to the public at all times. The new entry lobby will feature a new Welcome Center. The main lobby will have new self-service stations, an Information point, different seating configurations and all new finishes.

4. Evaluation Method(s)  
_Award of all trade contracts and filings complete. _Phasing and mobilization plans complete. _Groundbreaking in winter of 2017.

1. Goal Statement  
Brooklyn Public Library will continue to implement energy efficient initiatives at our branch libraries.

2a. Year 1  Yes  
2b. Year 2  Yes  
2c. Year 3  Yes  
2d. Year 4  Yes  
2e. Year 5  Yes  

3. Intended Result(s)  
_New energy efficient LED lighting in our branches has improved the quality of lighting in all library spaces. _Utility and maintenance costs are reduced. _We continue to install LED lighting in the remaining branches.

4. Evaluation Method(s)  
Reduction in annual energy usage costs

1. Goal Statement  
Brooklyn Public Library continues to implement spruceup projects that will significantly enhance the patron experience at all locations.

2a. Year 1  Yes  
2b. Year 2  Yes  
2c. Year 3  Yes  
2d. Year 4  Yes  
2e. Year 5  Yes  

3. Intended Result(s)  
_BPL will provide more welcoming, energized and cheerful environments with brighter and better lit spaces and adequately conditioned surroundings. _BPL will increase access to technology with more outlets and wired computer tables. _Patrons will have more self-service options and the ability to use their own devices. _BPL will provide more public seating areas. _Branches will have new shelving and signage for easy access to the collections. _Branches will have enhanced children's areas with new furniture, painted partitions, rugs, interactive educational toys and signage. _Branches will all have new book display stands to introduce latest new collections to the public. _Meeting rooms will have new folding and moveable tables to allow for flexible setups and seating configurations for programs.

4. Evaluation Method(s)  
Increase in branch and program attendance and circulation of materials

1. Goal Statement  
Brooklyn Public Library will work with branch staff to identify opportunities for creative enhancements to building exteriors.

2a. Year 1  Yes  
2b. Year 2  Yes  
2c. Year 3  Yes  
2d. Year 4  Yes  
2e. Year 5  Yes  

3. Intended Result(s)  
_Addition of small exterior plazas, reading gardens, children's planting programs, that can increase community involvement and participation. _Compare usage of exterior plazas or gardens before and after improvements.

4. Evaluation Method(s)  
Increase in program attendance in gardens and outdoor spaces customer feedback.

1. Goal Statement  
Brooklyn Public Library will begin the construction of the East Flatbush Library renovation.

2a. Year 1  Yes  
2b. Year 2  Yes
The new renovated library will have a lively visible new street façade that invites the public to come inside. The new interiors are designed with the attractive finishes and furniture and will accommodate different groups such as Children, Teens and Adults. A variety of meeting spaces is provided for use by both staff and the public. It will be a technology rich environment offering both self-service stations, desktop computers as well as places for the public to use their own devices. The building will serve the increasing needs of a vibrant and diverse community.

Award of all trade contracts and filings complete. Phasing and mobilization plans complete. Groundbreaking in winter of 2017.

Brooklyn Public Library will begin the construction of the new Greenpoint Library and Environmental Center.

The existing branch library will be replaced with a new LEED silver two story library building. This new library will offer enhanced library services for the community. The new library will feature an environmental education center that creates an inspiring community hub for environmental awareness, activism and education. The new interiors are designed with the attractive finishes and furniture and will accommodate different groups such as Children, Teens and Adults. The Building will feature accessible green roofs on 2 levels and well-designed green features at street level including plantings and bio-swales.

Award of all trade contracts and filings complete. Groundbreaking in January 2017

Brooklyn Public Library will plan and implement new and replacement Branches in the next 4 years.

BPL will open new branch libraries for Brooklyn Heights, DUMBO/Vinegar Hill, Sunset Park and South Site Cultural Commons. These neighborhood libraries will provide new and enhanced services for their communities. The branches will be state of the art, energy efficient facilities. An interim location for the Brooklyn Heights Library is scheduled to open summer 2016 (July) and will remain open until the new library opens in early 2020. An interim location for the Sunset Park library is scheduled to open in 2017 and will remain open until the new library opens in late 2019. Design for a new library in the DUMBO / Vinegar Hill neighborhood will begin in 2017 and is scheduled to open in early 2020. Construction on our South Site location, a new branch library currently in the design phase, is expected to begin in 2017 with an anticipated opening in 2019.

Design and Groundbreaking for these branches to begin as planned.

ASSURANCE
4.24 The Library System's Plan of Service was developed in accordance with provisions of Education Law and the Regulations of the Commissioner and the requirements of the New York State Library, and was reviewed and approved by the Library System Board on (date - mm/dd/yyyy).

APPROVAL - For NYSL Use Only

4.25 The Library System's Plan of Service was reviewed and approved by the New York State Library on (date - mm/dd/yyyy)

REVISION ASSURANCE

4.26 The Library System's Plan of Service was revised in accordance with provisions of Education Law and the Regulations of the Commissioner and the requirements of the New York State Library, and was reviewed and approved by the Library System Council on (date - mm/dd/yyyy).

REVISION APPROVAL - For NYSL Use Only

4.27 The Library System's revised Plan of Service was reviewed and approved by the New York State Library on (date - mm/dd/yyyy)