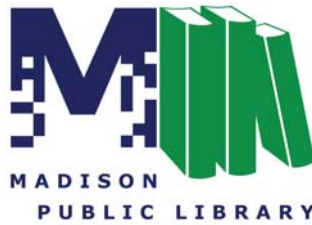


# **COMMUNICATION AND COMMITMENT:**

**A Strategic Plan for the Madison Public Library  
2012-15**

July 2012



Dear Madisonians,

The Trustees of the Free Public Library of the Borough of Madison have adopted and are pleased to present to the citizens of Madison the Strategic Plan for the Madison Public Library 2012-15. The Plan is the result of substantive input from the Advisory Strategic Planning Committee, the Library Board of Trustees, Library staff, and the community. Our journey has been guided by Library Development Solutions, and we thank all who participated in this project by either serving on the Advisory Strategic Planning Committee, participating in focus groups or town meeting, or completing survey forms.

The Madison Public Library is an important institution with a special responsibility to our entire community. It is the place where our younger children discover the world of books and learning, where our teens can find help for their challenging school projects, where our adults can find an oasis inhabited by their favorite authors, and where job seekers can find the resources they need. It is also where members of the entire community find programs to expand their horizons and connections with each other.

Throughout its 112 years of service, the Madison Public Library has responded to the changing needs of our community. Recent challenges include the increasing digitization of information and other materials, the expanding populations of older people and new immigrants, and the recent recession.

Based on comments by the community, the Strategic Plan focuses on customer-based, convenient services and programs, with a particular eye to changing technology and refreshing the facility. The Madison Public Library Strategic Plan will be an essential tool used by the Board of Trustees and Library staff to meet those challenges.

We were encouraged in our planning process by the Mayor and the Borough Council as they reviewed the Library's budget and capital plans. They say the Library might serve as a pilot for an overall strategic planning process for borough government. The Library recognizes that it will play a big part in Madison's process of planning for the future. And we look forward to working with others as that task gets undertaken.

Throughout the years, at the core of the Madison Public Library have been its dedicated Trustees; its staff; Friends of the Library and many other generous volunteers and donors; and all of its users. We encourage you to read the plan, and we look forward to working with all of you as we implement the plan for the Library so as to retain and enhance its central role in the life of Madison.

Nancy Adamczyk  
*Library Director*

Thomas Binting  
*President, Library Board of Trustees*

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Photography by Ian Thompson



# Planning for the Future

**T**he Madison Public Library began its recent strategic planning process to guide its thinking about the future and to support itself in the effective stewardship and allocation of resources. The Mayor and the Borough Council also encouraged us to complete a strategic planning process in order to review our role in the community and thereby become even more responsive to changing needs by assessing our progress, obtaining feedback from the community, and identifying priorities. We retained Library Development Solutions to assist us in this process.

Library Trustees, the Friends of the Library, Library staff, and members of the community participated in discussions that resulted in the creation and development of this plan. Over 100 people attended a focus group or town meeting to share their ideas for the Library's future, and more than 700 Madison residents and other Library users completed our survey, providing us with valuable feedback about the Library's role in meeting their needs.

Beyond the survey and focus group results are many ways that the Madison Public Library's success can be measured. The Library's success in attracting community use has led to challenges that will be addressed in this plan and within the next three years.

The Library continues to attract our regular long-term as well as new customers from Madison and neighboring towns through responsive and engaging public programs and opportunities for discussion, learning, and civic engagement. Customers who seek places in the Library for quiet study or conversation sometimes have difficulties in finding seating that is both comfortable and suitable for group or individual work. In addition, the Library can no longer wait to significantly expand its technological footprint in support of the creation and use of digital content and in the accommodation of modern methods of study and engagement.

For now and for the near future, the Library will need to rebalance and renew its print collection and add digital content in a way that enables customers to obtain the reading and informational resources they need and want.

The Madison Public Library currently uses its space to serve more-traditional library activities as well as very well-attended large programs in the Chase Room. However, its ability to support such areas as quiet space, group study space, tutoring space, instructional space, and general seating space may be in short supply at times—with certain other areas underutilized. The Library would be well served to take a new look at the ways it responds to the needs our community says it expects to be fulfilled.

The Board of Trustees and the Advisory Strategic Planning Committee met during the planning process to determine how the Library would respond to community input and continue maintaining its reputation as one of Madison's most valued civic assets and resources.



At the heart of the discussion has been the Library's challenge to deliver high-quality service given the existing building's long-term limitations and constraints and the need to increase and repurpose space so as to meet the demands of regular and new library customers. The need is urgent and the demand is great for a library in Madison that can respond to that need and that demand and provide 21st-century service.

After discussion and review of the community information, the Advisory Strategic Planning Committee and Board of Trustees will move ahead with a plan to refresh and revitalize the Library, including a plan for creating new and inspiring spaces that will delight and satisfy the community and reimagine the Madison Public Library for the next several years. The Board of Trustees understands that taking little or no action to improve and enhance the Library's existing space jeopardizes the Library's long-term future and inhibits its ability to remain relevant. Therefore, an investment in the Madison Public Library is an investment in the future health of the Madison community.

This strategic plan focuses on what can be done within the constraints of the existing building and grounds. The Trustees recognize that a new Library facility might represent an opportunity to undertake a new vision for meeting Madison's needs in the future. But they also recognize that a new facility can result only as part of a total community strategic planning process that would include the Library.

The Board of Trustees of the Madison Public Library will remain open to Borough suggestions for a new library facility as future possibilities may develop.



# Listening to Madison residents<sup>1</sup>

**W**e learned a great deal from our customers through our focus groups, town meeting, and survey. We heard about the need to:

- Renew and refresh the library's space so it remains relevant and responds to customers' changing needs
- Rebalance collections by including more new material on the shelves and strong print, media, and digital collections
- Respond more actively to the needs of all Madison residents, including those who may not now actively use the Library
- Secure the role of the library as the primary cultural, intellectual, and social heart of the community
- Broaden access to technology, as well as to meeting space and quiet study space
- Play a primary part in connecting residents with each other as well as with other organizations in town
- Increase awareness of the library's mission, collection, programs, and facility needs

---

<sup>1</sup> See the report *Madison Speaks: A Summary of Comments by Madison Residents about the Madison Public Library*, available as an appendix herein.



# Our Vision for the Future

*The Madison Public Library will excel in enriching Madison community life by providing access to the ideas and information of the world.*





# Our Mission

*The Madison Public Library is the community's center for ideas, information, learning, and connections. The Library is the bridge which links Madison's past, present, and future.*

To support our vision and mission, the Madison Public Library will:

- **Assist residents and all Library customers to learn and grow.**

The library's public programs, ever changing content, and responsive and friendly services will help community members (1) recognize their own—and the library's—potential at all ages of life, (2) explore all that the Library has to offer, and (3) realize that the Library is their lifelong partner in learning.

- **Build community and social engagement.**

Today's world is complicated, and it changes quickly. The Library serves to bring people together in a safe and welcoming environment so they can explore ideas, discuss issues, and encourage civic engagement. Madison is a better place when it has an informed and engaged community. The Library helps the community understand and participate in Madison's rich past, its exciting present, and its hopes for a better future.

- **Help make Madison a better place to live.**

The Library is an essential part of the life of Madison, the place the community turns to in its need for information to make a decision, for something to read, or for a place for quiet reflection. The Madison Public Library is a sanctuary that is safe and welcoming to all.

# Our Commitment to You

**T**he Madison Public Library believes the following values are vital to its commitment to the community.

- Provide a safe and welcoming environment for all residents and customers
- Have a responsive, friendly, and knowledgeable staff
- Guarantee a comfortable facility for staff and customers
- Offer opportunities for public input about the Library
- Be a good steward of public assets and resources
- Ensure equal access to information, programs, and services, as well as respect for intellectual freedom
- Partner and share resources with other community organizations and area public libraries such as the Morris Automated Information Network (MAIN) and the Morris Union Federation

## Strategic Outcome: What We Will Achieve with This Plan

Our planned outcomes will be accomplished by three primary strategic priorities and related objectives and activities to assist the library's leadership and staff. Actions will be identified and prioritized by the Trustees and staff to accomplish those strategic priorities and objectives. The suggested actions are included as an appendix to this plan. It is a significant moment in our Library and Borough's history and a dynamic opportunity to be part of the conversation about content, communication, and commitment to the community.

**Strategic Priority 1 – We will commit** to providing convenient, continuous, and relevant, customer-focused library service every day.

**Strategic Priority 2 – We will innovate and develop** new service models that improve upon our traditional role and that meet community expectations.

**Strategic Priority 3 – We will reimagine and refresh** the Madison Public Library facility and image to meet the community's evolving and changing needs.





# Strategic Priorities

## **Strategic Priority 1:** We will commit to providing convenient, continuous, and relevant customer-focused library service every day.

- Objective 1:** Adopt new services and programs as a preview of what the community will find after the refresh project
- Objective 2:** Consider creating and modeling the revised staffing plan, service standards, position expectations, and skills training needed to complete the library refresh project
- Objective 3:** Address and complete items in the 2012 Technology Review during 2012–13

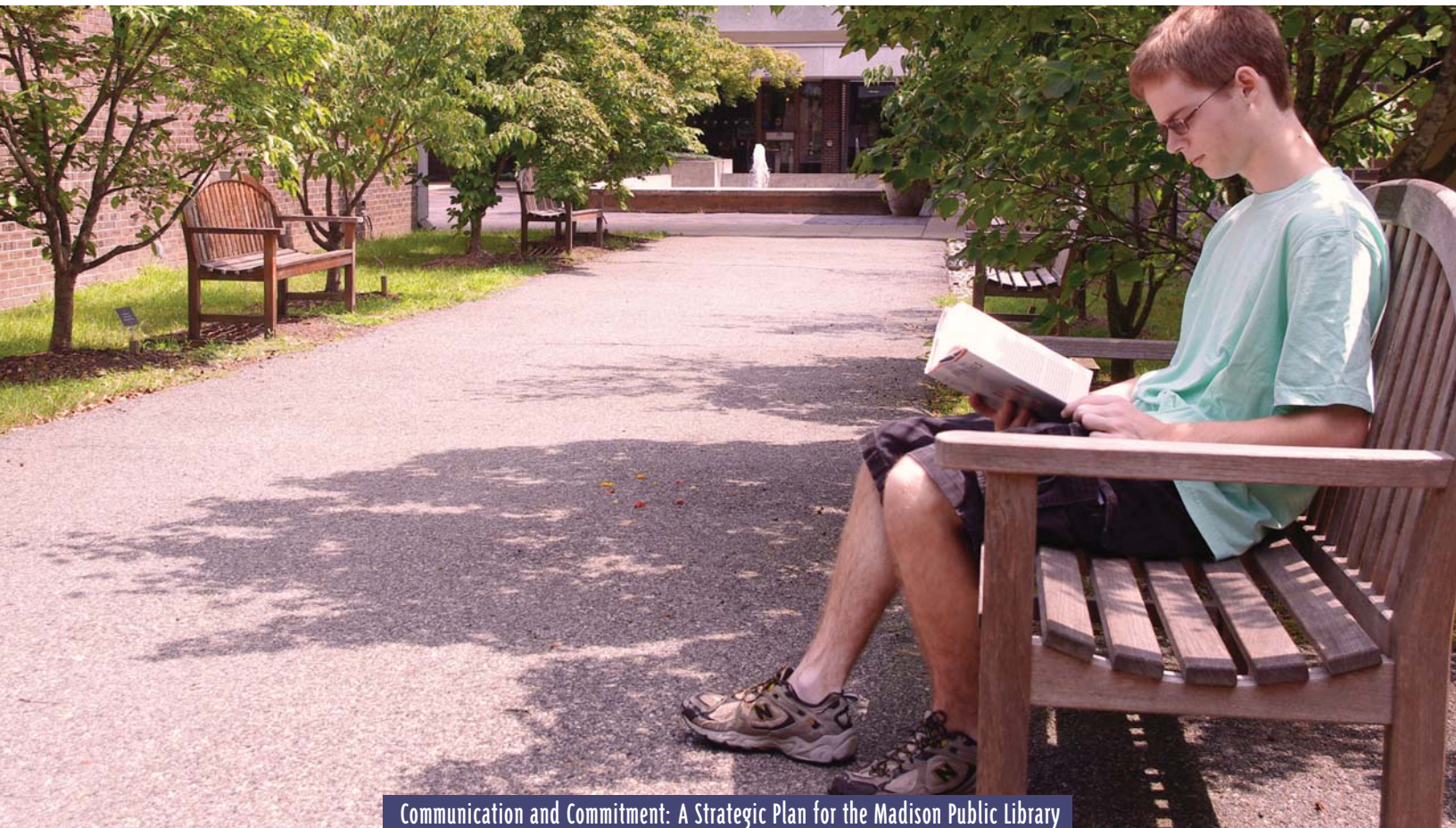
## **Strategic Priority 2:** We will innovate and develop new service models that improve upon our traditional role and that meet community expectations.

- Objective 1:** Secure the role of the library as an incubator for ideas and as a place that brings people together and facilitates civic engagement
- Objective 2:** Promote the library as the place for lifelong learning and personal growth
- Objective 3:** Implement new methods for delivering content and collections
- Objective 4:** Deliver convenient and innovative library services that respond to changing community needs
- Objective 5:** Create a digital strategy that will deliver excellent online library service
- Objective 6:** Provide a rich and interactive library experience to meet the needs of people of all ages
- Objective 7:** Create a secure financial future for the Madison Public Library



**Strategic Priority 3:** We will reimagine and refresh the Madison Public Library facility and image to meet the community's evolving and changing needs.

- Objective 1:** Create a plan of targeted low-cost, high-impact changes to begin the refresh project
- Objective 2:** Reimagine and refresh existing space in order to create an inspiring, appealing, and functional library that enables the community to experience a 21st-century library in a 20th-century building
- Objective 3:** Align the Library's organizational and governance structures to provide financing for the refresh project
- Objective 4:** Employ innovative techniques to ensure meaningful and continuous communication about library activities and the refresh project in general so as to build enthusiasm and involvement among Madisonians



# Success Indicators

**A**longside the traditional statistics that are recorded annually by local libraries in New Jersey—such as program attendance, visits, circulation, and registrations—the following are newer or additional indicators that the Madison Public Library will use to gauge successful implementation of its plan.

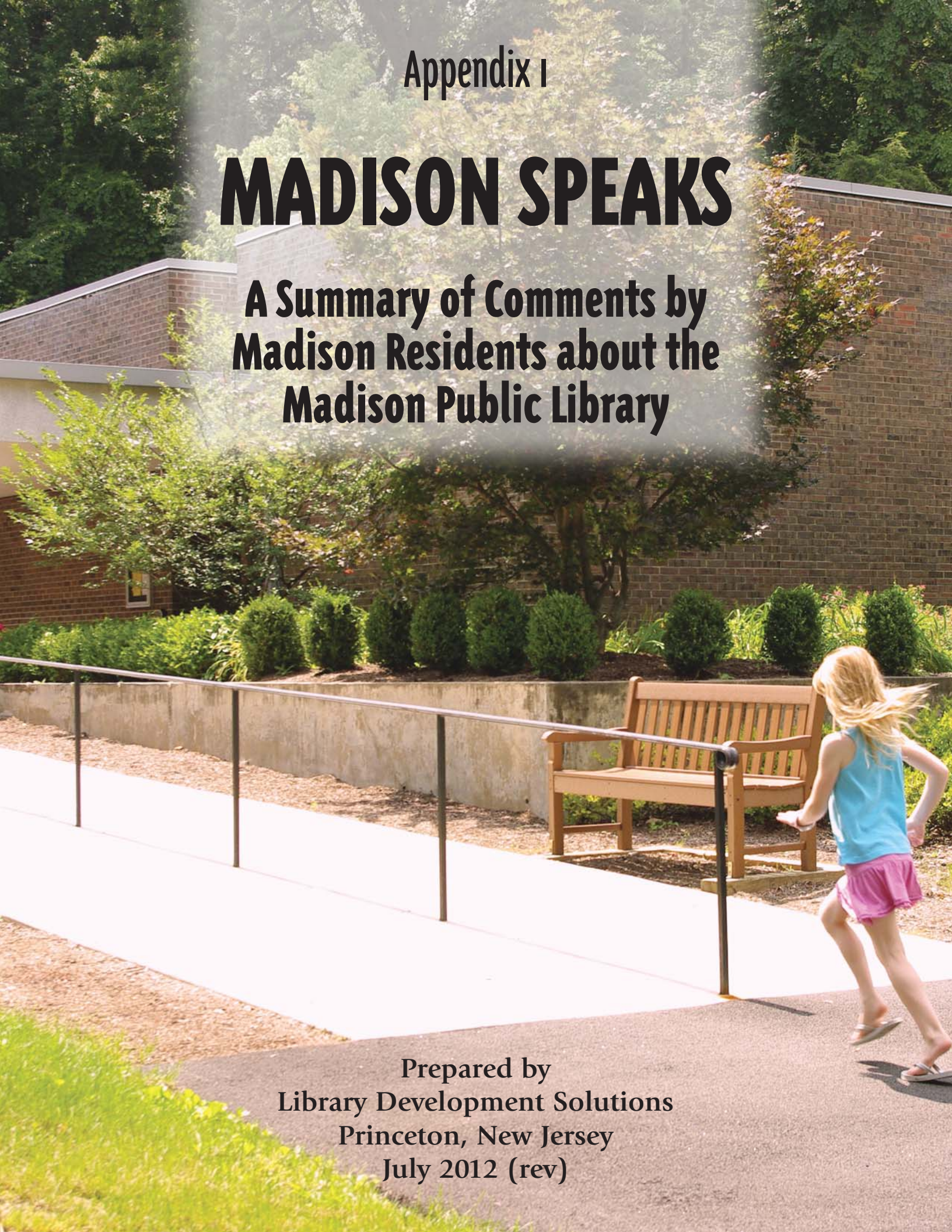
- The community supports the refresh project and provides the political and financial support needed to accomplish the improvements.
- The Madison Public Library continues to be at the top of MAIN rankings and a leader in MAIN for its commitment to delivering excellent customer service.
- The library is recognized as a civic anchor of Madison, a partner with local businesses, and a facilitator of Madison’s civic and social vitalities.
- The number of visitors to the Library (including the Chase Room and online) increases during each year of the plan by at least 15% each year.
- All segments of the community are engaged in the Library, with increased use by new immigrants to Madison, teens, and younger children.
- The Library receives positive press coverage and praise and is mentioned weekly in the local news and newspapers for its programs and activities.
- Library use continues to grow according to agreed-upon traditional and new metrics, including circulation, visits, and library card registrations.
- Madison residents consistently rank the Library as one of the top three community assets in the borough.



Appendix I

# MADISON SPEAKS

**A Summary of Comments by  
Madison Residents about the  
Madison Public Library**



Prepared by  
Library Development Solutions  
Princeton, New Jersey  
July 2012 (rev)

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<b>Introduction</b>	<b>1</b>
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# Introduction

**A** series of focus group sessions and a town meeting were held in March 2012 in the Madison Public Library. Focus group participants were asked a set of open-ended questions designed to stimulate discussion about the Madison Public Library, its future, and its role in the community. The discussions with the groups provide important information about Madison residents' perceptions about the library as well as specific suggestions for future improvements.<sup>2</sup>

In addition to the focus groups, an online and print survey was conducted, and has been completed by over 700 respondents. Information from the survey about library use and needs will also be helpful to library planners. There were many similarities with regard to library usage among the groups. The consultants spoke with many of the frequent users of the library as well as with infrequent users. They were recruited through the following:

- Requests from planning committee and library board members
- Library staff asking users, nonusers, readers, and nonreaders to participate
- Information in the local media
- Posted information in the library

The information from all of these efforts will be a valuable tool for the library director and members of the Library Board as they consider the future library needs of Madison residents.

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<sup>2</sup>The Madison Public Library Board of Trustees hired Library Development Solutions, a library-consulting firm based in Princeton, New Jersey, to conduct a series of focus groups, a town meeting with community residents, and a survey, to elicit suggestions and ideas for the library's strategic plan. The purposes of the focus group sessions were to listen to community concerns about the library and to provide participants with an opportunity to offer their ideas about the community's library needs. The library board believes that information from the focus groups and the survey will assist in the director's and board's abilities to make important decisions about library resources.

# The Needs Assessment Process

**F**ocus groups are group interviews in which people are asked a series of open-ended questions in order to obtain information. In this case, it involved people's perceptions and attitudes about the Madison Public Library. In Madison, we explored satisfaction and dissatisfaction with current library services, as well as participants' vision of what an ideal library would be like. The data from these groups is helpful in obtaining a snapshot of where a community may be in terms of its attitudes about libraries in general and about their own local library in particular.

## The following are the topics that were discussed with the various groups:

- What is special about the Madison community
- Changes that have taken place in Madison in the past few years and currently that may affect library services
- Descriptions of an ideal Madison Public Library
- Satisfaction with library services, collections, programs, and the library facility
- Suggested areas of improvement for library services, collections, programs, and the library facility
- Community awareness about the library and its services

### Focus Group Participants

• Students/Teens	16
• Older adults	9
• Civic, business and elected leaders	15
• Library staff	15
• Parents of young children	9
• Educators	9
• Town Meeting	35
<b>Total</b>	<b>108</b>

The sessions lasted approximately 60 to 90 minutes. Similar questions were asked of all groups. Comments from each session were recorded and transcribed to create a record of the meeting.

Each of the focus group sessions encouraged discussion about the future of library services and the library facility in Madison. Participants appreciated the opportunity to engage in a dialogue about the library with other residents, and offered many helpful suggestions and ideas. The Madison Public Library has been a topic of discussion in town this past year, as its budget has been discussed in public sessions of the town council.



## **User Survey Participants**

Over 700 people have participated in the library user survey. They described their use of the library, offered suggestions for improvement, and commented about the library facility, the library's image, its role in the community and other subjects. They described very favorable experiences in the library and offered suggestions and comments about improvements in hours, programming, computer instruction, and meeting room and study space. The responses are helpful in confirming or adding to the findings of the focus groups. The survey relied on questions about library use and provided many opportunities for open ended comments. Library users and residents are pleased over all with the library's services and resources.

## **Summary of Key Findings**

Focus group participants and survey respondents agreed on many issues and shared common concerns for the future of the Madison Public Library. The following items describe areas of agreement and recurring trends mentioned by the participants.

- Madison is described as a community of people who care about each other and care about the quality of life in an increasingly diverse community. Residents still believe that Madison feels like a small town where people know each other and work together to address common problems. The local public schools and public services are highly respected and in demand as are private schools such as St. Vincent's. Madison has easy access to New York City, by highway or NJ Transit. There are many young families who chose Madison as a home for their families based on the reputation of the schools and the overall quality of life.
- Madison residents care deeply about their community and believe that the Madison Public Library plays a critical part in connecting people with each other and as a central location for community life, especially for early childhood literacy, social networks for young moms and dads, after school for children and a comfortable place for seniors.
- Many people recognize the stature and image of the Madison Public Library as one of the best public libraries in the county and area. They credit the director, staff, Board, and Friends with listening to their concerns and considering changes that improve the library users' experiences, in spite of the reduction in hours during the past few years.
- Many people feel that the library is tired in appearance, both inside and outside, and needs a thoughtful modernization that will brighten and refresh the library environment. They also request more computer instruction classes and assistance, as well as a restoration of hours and more programs. Residents view the library as a place where they would like to browse for new books, and DVDs, as well as a family-friendly destination for a variety of activities. They view the library as one of the top social and cultural centers of their community.



According to the survey, the top frequent activities that people say they use the library for are:

- To borrow print books (75.3%)
- To borrow DVDs (54% )
- To browse (46.5%)
- To borrow bestsellers (39.5%)
- Accompany children (22.5%)
- To do research/homework (25.3%)

And 44.3% of the survey respondents say that they ask for staff assistance when in the library.

Other interesting responses in the survey specifically focus on the need for additional hours, more digital book titles and more communication, as indicated in these responses:

*“I took the survey to specifically ask for additional children’s events on the weekend. I have a 1 year old and work. Why are storytimes only on weekdays?”* -survey respondent

- More hours on weekends—especially Sunday
- More topical adult programs
- Many more classes on technology subjects
- Expand the e-book collection
- More Spanish language books for kids
- Kindle and other ebook devices for borrowing
- An e-newsletter weekly which highlights the library services and programs. I often find out about programs after the fact if I haven’t been in the library

It is worthwhile also to note that a high 36.6% of survey respondents report that they frequently use an ebook reader.



The top words that people use to describe the Madison Public Library in the survey include:

- Friendly
- Community
- Welcoming
- Wonderful

And, according to some survey respondents:

*“The library is a welcoming and calm place to connect.”*

*“The library is friendly and inviting for children and a quiet escape for parents.”*

*“A wonderful community asset that needs to keep pace with the way people get information today or it won’t survive.”*

# Initial Conclusions and Recommendations

The following conclusions and recommendations highlight the concerns and comments expressed by residents during the focus group sessions, town meeting and in the survey and recommendations and suggestions by the consultant.

## 1. **Communicate – Promote – Advocate**

The Madison Public Library is a unique and singular institution in Madison that benefits residents of all ages with shared resources and a safe facility. Madison residents rely on the library for many things besides a good book to read. In a sense, the Madison Public Library is about the people of Madison.

The library needs to refresh its community relations program, creating a large database of local email addresses, launch an enewsletter and initiate a straightforward identity/awareness campaign and a renewed direction for all Madison Public Library advocates. This includes new initiatives by the library board and a renewed library foundation—MPLI, to create a new public/private strategy to provide sustainable funding for the library's future.

## 2. **Offer more technology instruction and additional access to changing and popular devices and content. Help close the growing digital divide**

The continuing challenge faced by libraries is how to teach staff and the public to use computers and other digital devices to support Internet searching, reading and other digital uses. Instruction in these skills has become very popular at the Madison Public Library when they are infrequently offered. Additional instruction in the use of social media such as Twitter and Facebook, Internet searching, computer applications and all other skills involving the use of new hardware or software, including ereaders is important to participants. The library is expected, by residents, to stay ahead of popular trends and uses of new digital formats and devices, and have them available for use.



### **3. Rebalance and rebuild the library collection**

Though aware of the recent funding issues, library customers expect to see additional copies of new best sellers, current feature film and TV series DVDs, new audio books on CD and many more digital titles. They also expect to see a large and easy to use digital catalog. The library should review and update its collection development policy for both print and digital resources as people say that their main reason for coming to the library is for books, DVDs or a best seller.

Now is the time for the library to remove old and unused books and formats, such as books on cassette, VHS and unused/outdated/redundant materials, to make room for newer materials and to repurpose space for other desirable uses. The collection is too large for the population size and for a MAIN member library, probably by 20k to 30k volumes. Staff believes that up to 25% of the collection can be retired.

### **4. Leadership and transformation**

Refocus the library board, staff and MPLI Foundation toward a common transformative vision of library services and facilities and work toward providing policies, decisions and sustainable funding to deliver library services for the next generation of Madison families.

### **5. Refresh, as needed, the Madison Public Library facility and grounds**

Respond to and meet changing needs of the Madison community by updating specific areas of the library and refreshing heavily used areas and worn/outdated furnishings. Regardless of the debated and changing budget, capital costs and maintenance cannot be deferred too long before they create a more costly project. The Library Board will need to consider a major refreshing and repurposing project to prepare the library for the next generation. All current space use should be evaluated for relevancy to meet contemporary needs. Renovation/modernization or replacement of the facility is due.

# Discussion of Findings

**W**hen residents were asked what is special and unique about the Madison community, they mentioned that it is a family oriented town that has attracted a large number of talented and creative residents as well as local college employees, teachers and families. They also said that it is a small town with large ambitions and an image of friendliness and collegiality. It is also a town in which people take pride in their stewardship of government and nonprofit activity. Other comments included the following:

*“People fall in love with Madison when they move here”* - Focus group participant

- Madison is an easy town for a realtor to sell
- You are lucky to live in Madison
- It is a vibrant, spirited town
- The schools are very good
- There is a strong sense of community
- People are tolerant and for the most part act collegially
- We have a walking downtown
- Three college communities in or nearby
- Families stay here for generations
- The town is becoming more culturally diverse

The library is viewed as a critical public institution in continuing to connect residents to each other and to their shared sense of community.

Changes in the way people communicate and seek information through computers, the Internet, and social networking is an important change in society and Madison in particular. Following are additional comments about changes in the community that may impact the way the library provides services:

*“Brighten up the children’s library – make it more like a book store environment.”* —Focus group participant



Other changes that people said should be reviewed by library planners, included:

- Town finances and schools under pressure and non profits under stress
- Kindergarten has expanded to accommodate the larger cohort in that age group that will move through the school system
- More newer immigrants in town
- Spanish, Chinese, Korean and other languages are increasingly spoken/read by residents
- Kids today are born digital and expect services and materials that reflect their way of using them
- People are not passively consuming content, they are also creating it—especially young people
- Many people newly self employed starting own businesses or working from home
- People enjoy using modern bookstore and café type public spaces

### **What do you like about the Madison Public Library?**

*“You always run into people you know at the library.”* — Focus group participant

Focus group participants as well as survey respondents commented favorably about the things in the library that they like and are satisfied with. Participants were quick to commend the library on its staff, programs and its ability to adapt to an adverse budget situation. Comments included:

- The staff is helpful and friendly—they don’t get annoyed when I ask them for help
- The staff is student friendly
- Easy access to new books for me and my granddaughter
- The Drew Mini Courses are great
- Chase Room events and programs
- New children’s librarian is great
- Children’s programs
- Location
- The summer reading program
- Mid term and exam times in the library—everyone is here
- MAIN

Both residents and staff members said the library has continued to respond to residents’ needs. They say that the library still tries to remain responsive to their interests and suggestions but make the point that the image of the library may have suffered after the most recent budget issues, especially in relation to how people perceive the condition of the facility.



**What would you like to improve?**

*“Update the courtyard and add attractive seating so that the courtyard can be a more inviting destination for meeting friends or reading a book or magazine on a nice day.”* — Survey participant

*“Continue to move to digital, less paper/books/media. The world is heading to digital. Staff must be trained to be aware of all e-reader types and how data is downloaded to them.”* – Survey participant

*“Need a drop off point for “media” that is bigger than the video drop box, for books on tape, etc. just like is available at the County Library. Need to be able to drop anything off at anytime. Do something with the fountain area out front—anything to make it look done.”* – Survey participant



Comments included suggestions about hours, adult programming, computer use and instruction, and about various collections. Changes to the library environment were among the top areas in which participants would like to see improvements. Participants commented about the need for increased email communication from the library as well as additional programming for teens, children, and a richer offering of programming for adults.

Comments covered:

- More weekend hours—earlier Sunday hours
- More weekend activities for families and children
- DVDs are often damaged when we try to play them—kids have a meltdown when they don't work—buy and use a DVD cleaner on all incoming
- Library needs to be cleaner
- More computer and technology related instruction
- More computers in the children's area—they get very crowded on weekends
- Need a drop box outside for audio and video
- Much more communication about library to everyone in town—use an email newsletter
- Re-stripe or redo the parking lot to make it safer and add needed spaces
- Return slots are in the wrong place at the front desk

Many of the participants' comments concerned the ability to download ebooks, as well as the availability of current and new materials. Developing the collection of popular and current materials for children and adults and additional programming for both adults and children are high priorities for residents.

**If you could change one thing**

*“The library should consider adding a snack, vending or café area for after school.”* —Focus group participant



In response to the suggestion that the participants could change one thing about the library, their comments reflected those areas that they care about the most and that they feel should receive priority. There were comments about the children's area, the need for additional computers and parking suggestions. Also included were comments about:

- Go back to original hours—weekends, mornings and evenings
- More and better communication from the library—especially a weekly newsletter
- Self checkout machine
- Re-brand the library—the image and perception of the library as it responds to changes needs to be managed
- Integrated approach to technology
- More new books—print and digital
- Lighting—inside and outside
- More group study and private study areas

### **Next Steps**

Information from the focus groups and survey should be discussed by the library board, and staff. They will be able to address the future needs of residents for computers, collections, communication, programs, services, and facilities to meet changing community interests and needs. The next phase in this project is the development of a strategic plan that addresses the issues that have been raised here.

# Appendix II

## A Brief Look at Madison New Jersey

### Population Changes<sup>3</sup>

Town	1920	1950	2010 population
Madison	5,523	10,417	15,845

### Ethnicity and Language

Madison is a relatively homogenous community. However, according to the recent 2010 census, the ethnic diversity and the number of residents who speak another language at home has slightly increased to 20.7%.

Town	White	Black	Asian	Hispanic
Madison	86.8%	3.0	5.5	8.9

### Educational Attainment and Income

In Madison, educational attainment is far above average in residents with a college or advanced degree at 60.7% of the population, age 25 and older, versus a state average of 34.6%. Median household income was \$106, 070 in 2010 compared to a state median of \$69,811 and per capita income of \$54,518 compared to the state average of \$34,858.

### Library Use

Overall total library use has been steady with dips in 2011 due to closings from very bad weather and flooding events. Circulation has begun to increase again and will continue to rise significantly with the implementation of a new strategic plan for the library.

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<sup>3</sup>North Jersey Transportation Planning Authority (NJTPA) projects a 2035 population of 18,233 for Madison Borough

