



Long Range Plan

August 2019 - December 2021

Mission: The Mission of the Bloomfield Public Library is to educate and enrich the community by providing resources and opportunities for gathering, learning, connecting, innovating, and accessing information.

Strategic Priority 1: Connecting with our Community

Project Team: Library Director, Board of Trustees, Staff

Description: To strengthen the community’s connection with the library and to develop a strategy to increase community connection and awareness of library programs.

Year One Goals	Year Two Goals	Year Three Goals
Research and explore what other libraries are doing to promote their programs and services online and on social media. Identify what is successful and what is not.	Expand our presence on Facebook and begin utilizing Instagram.	Assess program and space usage and compare with prior information.
Create and execute a questionnaire to determine community knowledge and opinion of the library and its services.	Based on the Year One questionnaire responses, explore outreach and marketing measures to reach non-users within the community.	

Strategic Priority 2: Equitable Access for our Community

Project Team: Library Director, Board of Trustees

Description: To improve patrons ease of access to the library and all of our materials by minimizing financial barriers and verifying that the library is available when patrons need it.

Year One Goals	Year Two Goals	Year Three Goals
Conduct research to identify the optimum open hours with based on community input and best value for library	Determine impact on tax base, considering wages, utility costs, and other overhead costs, and	Evaluate changes made in year two based on circulation figures and library foot-traffic numbers.

operations.	implement open hour changes as deemed beneficial.	
Identify how the library can financially align with the American Library Association’s resolution regarding “Fine Free Library”.	Expand upon the current “kids read free” program to include other patron categories and/or material types.	Evaluate circulation numbers and library income to determine the long-term sustainability of the fine free program.

Strategic Priority 3: Interior Improvements

Project Team: Library Director, Board of Trustees

Description: To make the library’s space a comfortable and inviting environment for all individuals, and to ensure the facility is properly maintained and updated.

Year One Goals	Year Two Goals	Year Three Goals
Update the library by completing interior painting and updating carpeting.		
Reconfigure library shelving and install ADA accessible counter to accommodate four patron computer stations.	Evaluate if increased privacy has/had an effect on usage of patron workstations.	
Replace existing circulation desk with new ADA accessible counter/desk that provides sitting and standing settings for both patrons and staff.		

Strategic Priority 4: Develop and enhance programming

Project Team: Library Director, Staff

Description: To ensure library programming is staying apace with community interests and needs, as well as to maximize staff potential.

Year One Goals	Year Two Goals	Year Three Goals
Evaluate current programs via patron questionnaire and attendance numbers.	Implement new programming and/or update current program structure, with a focus on programming that provides opportunities for	Evaluate new programs via patron questionnaire and attendance numbers.
Programming staff to attend a minimum of two training		

events per year.	education and enrichment.
Gather information on presenting and gathering statistical information on self-contained/self-directed programs.	Implement six new self-contained/self-directed programs for various age groups.
Develop relationships with local community organizations via networking and Bloomfield “Think Tank” meetings, to identify areas of mutual interest.	Collaborate with one community organization per year to offer programming that engages the community and mutually meets the mission of each organization.