2022-2025 Long Range Plan

Purpose:
- Establish long term plan beginning 1/1/22
- Plan will last 2-3 years
- Reviewed and amended each year by committee
- Set mission statement, goals, objectives and action plans

Mission Statement

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.

1. **Goal - Increase Usage of Library**
   a. **Objectives**
      i. To increase patron foot traffic
      ii. To increase circulation/number of items check out by patrons
      iii. To increase patron attendance at programs
   b. **Action Steps**
      i. Develop a library brand by kicking off a "This is Your Library" media campaign to unite the town and to send the message that we are open, welcoming, comfortable, and there is a reason to come in
         1. Expand advertising to make it more robust and consistent
            a. ensure that it covers the library's entire service area
            b. Expand how advertising is done, such as using a sandwich board
            c. Advertise information highlighting the intangibles offered by the library
         2. Develop an annual theme with many aspects to appeal to different groups
         3. Host a "We appreciate you" themed event every year
         4. Partner with Friends of the Library to offer incentive items
         5. Purchase and distribute marketing swag, (shirts, bags, pencils, etc) with the library's logo, to ensure that the library is visible around town.
      ii. Host additional events to bring people physically into the library
         1. Student art shows connected to school
         2. Highlight a patron
         3. Family events that appeal to many ages
         4. Guest speakers for people not interested in collection
   c. **Indicators of progress:**
      i. Library people counter monthly numbers return to 2019 levels in the first year and in each subsequent year shows a 100 person increase in a year to year comparison. An increase of approximately 5% each year.

        ii.   The number of items borrowed at Bloomfield PUblic library returns to the 2019 levels in the first year and in each subsequent year shows a 100 check out increase in a year to year comparison. An increase of approximately 6% each year.

        iii.   The number of programs offered and the total number of attendees at library programs are both quantifiably increased.

2. **Goal - Expand Services for Underserved Populations**
   a. **Objective:**
      i. To identify underserved populations and their needs
      ii. To improve upon the library services geared toward the identified populations
      iii. To increase usage of library from underserved populations
   b. **Action Steps**
      i. Conduct surveys and outreach efforts to identify populations in our service area that may be underserved. (e.g. The elderly, homebound, or residents of the school district that were added to the library's service area in 2019, etc.).
      ii. Select one new area of the population to focus on per year.
      iii. Assess our current programming, services, ambiance, and collection, as to how well they meet the needs of the selected underserved population.
      iv. Identify the current programs or services that should be continued and/or strengthened.
      v. Develop or adapt new programs or services to meet the needs of the underserved population.
         1. better communicating and evaluating the efficacy of the fine-free program
      vi. Expand advertising to the focus populations regarding the current and new programs or services.
   c. **Indicators of progress:**
      i. Clear identification of underserved populations and their needs as they relate to the library
      ii. Increased usage of identified library programs and services

3. **Goal - Create Community Connections**
   a. **Objectives**
      i. To make businesses, schools, and groups more aware of the services the library offers to serve the community
      ii. To build stronger relationships between the library and community organizations
   b. **Action Steps**
      i. Conduct outreach to community organizations and stakeholders

1. Identify organizations in the community that have similar missions as the library, (e.g. Rotary, Lions Club, Historical Society, American Wireless Museum, the various municipalities etc.)
                    2. Contact these community organizations and offer to speak to them about the library and its services
                    3. Pinpoint topics or activities that we can collaborate on for the benefit of the community.
            ii. Partner with the Elementary, Middle, & High Schools
                    1. Plan cocurricular activities with teachers at the Middle & High School
                    2. Offer library field trips/visits from the public library for Elementary School classes.
                    3. Coordinate after school program with outside organizations.
                    4. Display material related to units being covered in school (era materials, specific historical events, style of writing, etc.)
            iii. Invite patrons, community members, and organizations to exhibit their written work, artwork, or collections in the library
                    1. Identify a safe location within the library where exhibits will be displayed.
                    2. Identify and purchase additional furniture or shelving needed to display exhibits.
                    3. Determine a way for individuals/organizations to reserve display space
                    4. Advertise the new exhibit space, invite patrons, community members, and organizations to contribute, and host showing events when new exhibits are set up.
    c. **Indicators of progress:**
            i. New services or programs being offered as a result of collaboration between the library and community organizations.
            ii. Relationships and communication established with community organizations.

4. **Goal - Develop the entire property as usable library space**
    a. **Objectives**
            i. To make better use of all library space, both inside the library and outside on the library grounds
            ii. To provide a functional and attractive outdoor space for use by community members and during programming.
    b. **Action Steps**
            i. StoryWalk®
                    1. Identify location for StoryWalk® and seek approval if necessary
                    2. Select how StoryWalk® will be installed: materials, set up, spacing, labor, etc.

3. Assess funding available for project, including $3,000 from PLS StoryWalk® Seed Money award. If necessary, search for additional sponsors by reaching out to local organizations and businesses
        ii. Evaluate Space Needs for Programming
            1. Determine if the space has adequate seating and lighting
        iii. Reconnect with the Garden Club to rework and rejuvenate the Sensory Garden
    c. **Indicators of Progress**
        i. Increased patron usage of the library grounds.
        ii. Increased number of library-sponsored, outdoor programs
        iii. Installation and patron usage of StoryWalk®