

## Collingswood Public Library: Strategic Plan 2020-2024



Collingswood Public  
Library  
771 Haddon Ave  
Collingswood, NJ 08108  
856.858.0649  
collingswoodlib.org

### **Introduction:**

Founded in 1910, the Library is a center for lifelong learning for people of all ages, backgrounds, and interests. The Library's collections and services reflect the informational, educational, and cultural needs of the community.

### **Mission:**

The Collingswood Public Library's mission is to serve the local community's informational, educational, cultural, and social needs through open access to a wide range of ideas, resources, and services.

### **Vision:**

Collingswood Public Library will be the community hub where neighbors gather to learn, share, inspire, and create.

### **Process:**

Library staff conducted a survey in 2018 to determine the needs, interests, values, and opinions of the Collingswood community. From this input and recent census data, five key goals emerged.

### **Goal One: Give Excellent Service**

Evaluate workflow, staffing levels, and budget allocation to maximize customer satisfaction with resources and services.

Provide understandable, attractive, visible signage.

Develop staff and encourage professional growth.

Conduct ongoing staff evaluations.

Implement innovative services and programs to share with our community and other libraries.

Create branding/marketing plan to increase library's profile.

Gather, evaluate, and implement best practices from other libraries and adapt them as appropriate.

### **Goal Two: Provide a Community Hub**

Adopt and adapt policies based on the current library industry's best practices to ensure that the library balances personal freedom with safety and ease of access.

Make optimal use of building space.

Adapt the existing space to ensure ADA compliance.

Offer a functional and comfortable atmosphere.

Support new technology and have sufficient infrastructure required to use it.

Engage patrons through social media.

Encourage robust use of meeting rooms.

### **Goal Three: Create and Encourage Young Readers**

Provide a variety of educational children's programs for all ages.

Offer access to materials and resources that might not be available in all homes.

Support the curricula of the Collingswood Public Schools.

Conduct Summer Reading Programs that fit the needs and interests of the community and promote academic growth.

**Goal Four: Support Lifelong Learning**

Offer Information Literacy instruction for all ages.

Make the library accessible 24/7 with online resources.

Foster creativity, learning, exploration, and discovery through engaging programs and collections for a wide range of ages, abilities, perspectives, and interests.

Offer volunteer and intern opportunities.

**Goal Five: Build and Sustain Community Partnerships**

Partner with schools, community groups, senior centers, local libraries, housing complexes, police, museums, and maker/work spaces to facilitate common goals.

Determine unmet community needs.

Guide patrons towards community agencies and organizations that can address their needs.