



## Strategic Plan 2018-2020

### Credits and Acknowledgements

#### Library Board of Trustees

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#### Administration

Kimberly Coughran, Library Director

### Vision Statement

Inform, Inspire, Innovate!

### Mission Statement

The mission of the Brookfield Public Library is to create a cultural, educational, and informational center for the community by providing readily accessible and organized materials, programs and services that enrich the lives of residents of all ages.

### Goals and Objectives

**I: Services, Classes, and Events** Design and implement Library services, classes and events to engage the community and promote literacy, personal information gathering and entertainment, and encourage Library use.

Objective A: Supply easy and convenient access to the latest technologies and to the Internet in an effort to meet the information needs of users.

Objective B: Provide materials, organize classes and events, and share early literacy techniques with families to build children's reading skills and boost their enjoyment of reading.

Objective C: Offer users high quality, one-on-one reference assistance.

Objective D: Provide collections, classes and events, and other resources to support residents in meeting their lifelong learning goals.

Objective E: Further develop the Library's role as a destination for activities and the use of leisure time.



Objective F: Develop a substantial effort to reach the unserved and underserved (i.e. non-English speakers, disabled, senior, housebound, teen) residents of Brookfield.

**II: Facilities.** Ensure that the Library facility responds to changing demands of users and provide, through an expansion and renovation project, the capability of housing future Library collections, technologies, services, and classes and events.

Objective A: By December 2018, partner with staff and consultants to develop final expansion and renovation plans.

Objective B: Foundation partners, Trustees and staff will work to secure supplemental funding through a capital campaign.

Objective C: Keep the community publicly engaged in the Library Improvement Plan process.

**III: Funding.** Identify and secure the funding necessary to provide quality Library resources to the community.

Objective A: Demonstrate wise stewardship of Library resources by pursuing efficiencies for operations and maintenance of the infrastructure.

Objective B: Continue support for the fundraising activities of the Friends of the Brookfield Public Library and the Foundation for the Brookfield Library.

Objective C: Explore the idea of revenue-generating classes, events and services.

**IV: Marketing and Outreach.** Improve community awareness about the Library's services and programs and build broad-based support.

Objective A: Make promotion of Library classes, events and services a primary emphasis, particularly in ways that reach out to non-users.

Objective B: Continually adopt new methods to communicate with residents, including carrying on and expanding social media efforts to increase connectedness.

Objective C: Enhance the value of the Library's website for sharing information regarding services.

**V: Technology.** Implement user-friendly technology that supports public service.

Objective A: Continue to employ automated solutions and new technologies that increase our ability to serve users.



Objective B: Develop brief instructional videos, podcasts and/or print materials for public use.

Objective C: Instruct library users on technology issues by offering hands-on workshops and one-on-one assistance.

Objective D: Continue to develop and offer STEAM (science, technology, engineering, arts and mathematics) activities to residents of all ages to cultivate a technologically literate community.

Objective E: Foster a knowledgeable, technologically savvy Library one step ahead of its users by promoting ongoing continuing education opportunities for staff members.