

In May 2015, under the guidance of the Bloomfield Township Public Library's strategic planning committee consisting of the library director, assistant director two library board members and two staff members, the Library began the strategic planning for years 2016 – 2020. Library consultants Kimberly Bolan and Associates, LLC facilitated the process.

The Process

The Library's strategic planning process included the following key areas.

- 1) **Gathering community input and data**, which involved showing Bloomfield staff and residents (both users and non-users) the possibilities for the Library as a thriving 21st century library, and then gathering their input and ideas. In addition, benchmark, demographic, SWOT, and collection analysis were completed.
- 2) **Developing solutions** by compiling all gathered data and input and then working with the planning team during a Strategic Retreat to establish key strategic areas, specific goals, and related investments required to implement the goals to help the Library thrive over the next three years and beyond.
- 3) **Providing a path to results** by developing a plan that the Library staff and board can live, breathe, and readily implement on a day-to-day basis.

In total, twelve stakeholder sessions were conducted for the Bloomfield Township Public Library during August and September 2015. Focus group participants included the general public, parents, educators, boomers and seniors, the business community, Friends of the Library, teens, staff members, and trustees. Participants included frequent library users and non-users and ranged in ages and backgrounds. In addition, four one-on-one meetings were held with the township clerk, the township treasurer, the school superintendent, and the township supervisor. Overall, 125 stakeholders participated in the discussions regarding the Library's facility, services, and strategic future. In addition to the stakeholder sessions, an online survey was conducted from August 4 – September 18, 2015. 270 surveys were completed. Survey participants included a mix of library users and non-users with 94% being regular users (i.e., using the library multiple times a month or more) and the remainder being infrequent to non-users. Survey takers ranged from 13 years of age to over 75. 81% were 55 years of age or older.

What We Heard

The community focus groups and online survey explored several topics including customer service, programming, outreach, marketing, technology, collections, overall physical library space. Detailed summaries of all focus group and stakeholder feedback were provided in separate documents to the Library's leadership. All stakeholder input, data analysis, and follow-up exploration work led to the strategic foci, goals, and investments outlined on page 2 of this document.

Evaluation & Collaboration

With the goal of achieving all outlined goals over the next three years, Library administration, staff, and board of trustees will regularly evaluate their progress and achievements. Objectives set forth in this plan will be accomplished as outlined and will be reviewed on a monthly basis at the Library's board meetings. This balanced and systematic process also emphasizes that the resulting plan will be iterative and evolve substantially over the next several years. A strategy screen and work plan will be created by the team in order to best carry out and assess the plan.

The keys to Bloomfield Township Public Library's implementation, evaluation and, ultimately, the success of its strategic plan will be:

- A thorough understanding of the plan as well as active involvement in implementing the plan by staff and the board of trustees
- Frequent and ongoing communication between administration and staff
- Frequent and ongoing communication between Library staff and the public
- Active collaboration between the Library's board of trustees, administration, staff, outside organizations, and the community

Our Mission:

Bloomfield Township Public Library champions the power of words to spark discovery and imagination.

Strategic Focus	Goal	Investments	Outcome
Renowned Customer Service	Further develop the highest level of customer service for Bloomfield Township residents	<ul style="list-style-type: none"> • Increase staff awareness in order to reduce user redirecting • Improve wayfinding throughout the building • Offer Library tours to new and existing users • Develop consistency and application of policies by staff • Improve Wi-Fi access: outdoors, terraces & parking lot 	A community that loves the Library as much for the outstanding service as for the resources
Effective Public Awareness & Fundraising	Expand awareness, use and support of the Library and its services	<ul style="list-style-type: none"> • Commit more resources and attention to marketing • Develop a marketing and awareness plan • Work to better personalize the marketing experience • Increase the commitment to social media • Re-evaluate newsletter content and design approach • Expand outreach within the community • Develop opportunities to increase donor commitments 	The Library is viewed as one of the community's most important resources & priorities
Exceptional Services & Collections	Increase use of and customer satisfaction with the Library's services and collections	<ul style="list-style-type: none"> • Create a coordinated programming plan focusing on quality over quantity • Expand the scope and depth of technology training • Increase senior outreach and senior center partnerships • Upgrade the usability of the website and online calendar • Further enhance the local history collections • Further evaluate collection content and merchandising • Engage all staff in continuous learning about library services and collections 	Quality services that engage and elate all users and deliver the most effective use of taxpayer dollars
Quality Spaces & Places	Provide an attractive, easy-to-use and flexible facility and grounds that meet a variety of users' needs	<ul style="list-style-type: none"> • Re-evaluate the layout, size and functionality of various spaces throughout the building including, but not limited to, the computer lab, café, youth room, and teen area • Improve awareness of the use of appropriate volume levels and activities in the respective quiet and active areas • Increase and improve practicality, comfort and flexibility of furnishings • Improve outdoor space usability for programming and individual use 	The community perceives the facility is efficiently and effectively supporting the needs of all users