

Northfield Public Library Strategic Plan Summary 2018-2020

STRATEGIC PRIORITY	DESIRED OUTCOME	KEY OUTCOME INDICATOR (KOI)	TARGET	STRATEGIC INITIATIVES
UNDERSERVED POPULATION SERVICES	Expanded Outreach services	# of Outreach events # of population served	Increase pop served by 5% by 2020	<ul style="list-style-type: none"> ▪ Bookmobile Services plan ▪ Senior Care Facilities outreach plan ▪ Day Care Facilities plan ▪ Collaborate with orgs targeting Latino pop.
	Targeted in-house programming	Program statistics	Increase attendance by 5% by 2020	<ul style="list-style-type: none"> ▪ Bilingual program plan ▪ Create bilingual staff position
	Targeted collection	Collection statistics	Increase targeted collection use by 5% by 2020	<ul style="list-style-type: none"> ▪ Bookmobile collection plan ▪ E.L. collection plan ▪ Bilingual collection plan
	City ID program is implemented	# of residents applying for ID cards	2% of Northfield population obtains cards in first year	<ul style="list-style-type: none"> ▪ Municipal ID
EARLY LITERACY FOCUS	Targeted E.L. Programming	# of targeted programs # of attendees	Increase # of targeted programs by 20% by 2020	Bookmobile services for EL programming plan
	Parent education programs increase	# of parent education programs # of attendees	Increase # of parent education programs by 50%	Develop sustainable parent education plan supported by staffing and \$
	Improved E. L focused collection & environment	% of collection focused on E.L. Opportunities for EL environment in library	Increase and replace # of volumes Create EL environment	<ul style="list-style-type: none"> ▪ Update Children's collection plan for EL ▪ Develop well-thought-out EL visuals for children's area
INCREASE PUBLIC AWARENESS	Improved community awareness of library services	Community feedback, survey, statistics	Increase use of library services 5% by 2020	<ul style="list-style-type: none"> ▪ Develop public awareness strategies plan ▪ Develop plan for Library Board participation in Outreach events
TECHNOLOGY	Early adopter technology	Availability of new hardware and software	One new innovative technology service per year for three years	<ul style="list-style-type: none"> ▪ Create technology plan ▪ IT-knowledgeable hiring strategies
	User-friendly website and library platforms	User statistics User survey & feedback	Increase user stats by 10% by 2020 Increase user satisfaction by 10% by 2020	<ul style="list-style-type: none"> ▪ Long-range Web/library strategies ▪ Continued LibGuide development

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RESPONSIBLE STEWARDS	Maintain existing partnerships, develop new partnerships	# of Partnerships maintained # of new partners identified	Increase collaboration with existing partners by 5% by 2020; increase new partnerships by 2 per year for 3 years	<ul style="list-style-type: none"> ▪ Increase staff capacity for partnerships ▪ Outreach Services develops Outreach partnerships ▪ Library Board develops partnerships with like orgs.
	Proactive Staff training	# of staff training opportunities	Increase # of staff training opportunities by 10% by 2020	<ul style="list-style-type: none"> ▪ Develop staff training plan, including: ▪ Did you know—in-house library ▪ Staff training ▪ Webinar opportunities ▪ Library Conferences ▪ Internal city training
	Increase staff capacity with sustainable hiring strategies	# of new Library staff hired with multiple skillsets	Staff hired for future-proofing, multi-skilled	<ul style="list-style-type: none"> ▪ Develop staff hiring strategies with HR input
	Maintain library properties	Care and repair of building, Bookmobile, BookBike and library grounds	Properties are maintained on an ongoing basis	<ul style="list-style-type: none"> ▪ Develop checklist of facilities/maintenance needs
	Improve library collections	Collection statistics User input use/stats	Maintain or increase collection use	<ul style="list-style-type: none"> ▪ Collection budget increase by 2% each year for 3 years ▪ Evaluate collection budget distribution, including ebooks ▪ Monitor collection use stats ▪ Collection development policies updated ▪ Purchase patron collection requests ▪ Overall collection size maintained