

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	▪ 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	▪ Bilingual program plan ▪ Create bilingual staff position ▪ Increase Teen programming
	Targeted collection	Collection statistics	Increase targeted collection use by 5% by 2020	▪ Bookmobile collection plan ▪ E.L. collection plan ▪ Bilingual collection plan ▪ Teen collection focus
	City ID program is implemented	# of residents applying for ID cards	2% of Northfield population obtains cards in first year	▪ 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	▪ 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	▪ 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	▪ Create technology plan ▪ IT-knowledgeable hiring strategies

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	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	- Long-range Web/library strategies - Continued LibGuide development
PARTNERSHIPS	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	- Increase staff capacity for partnerships - Outreach Services develops Outreach partnerships
RESPONSIBLE STEWARDS	Proactive Staff training	# of staff training opportunities	Increase # of staff training opportunities by 10% by 2020	- 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	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	Develop checklist of facilities/maintenance needs
	Improve library collections	Collection statistics User input use/stats	Maintain or increase collection use	- 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