

Reimagine & Renew

MOORESTOWN
LIBRARY

Moorestown Library **Strategic Plan Summary • 2023–2026**

INTRODUCTION

In 2021, we began a community-wide planning process to develop our new strategic plan. We decided to anticipate and respond to challenges in a thoughtful manner with the input of staff and the community.

The library's vision, mission, and strategic goals represent an exciting roadmap for providing library service that is responsive to the needs of our community. We are confident that our library, as it adapts and embraces new challenges, will remain a highly valued destination at the center of our community.



THE PLANNING PROCESS

Moorestown Library has faced many changes and challenges that will assist in informing this plan. During this cycle of planning for the future, we requested information from our patrons and all residents. We received over 900 survey responses and several thousand comments. We also met with staff and Trustees to help inform the process about our next steps, as well as with residents in small discussion groups. We are grateful for the time that staff, Trustees and residents spent talking to us about the future.

STRATEGIC ISSUES

After reviewing the feedback and discussions, we organized information into the following categories:

- Digital resources
- Children and teens services
- Community focused engagement
- Investment in staff
- Sustainable funding



Vision, Mission, Values and Goals

The library's vision and mission describes the direction that the library adopts as a basis for the near future.

Our Vision

Moorestown Library inspires, engages, and connects our community.

Our Mission

Moorestown Library strengthens our community by inspiring and supporting learning, literacy, creativity, and expression.

Our Shared Values

- ◊ We treat every person with respect.
- ◊ We offer a fulfilling library experience for everyone in our diverse community with a welcoming facility, accessible resources, and friendly, knowledgeable staff.
- ◊ We encourage staff creativity and innovation so they can learn and grow in their positions.
- ◊ We offer access to the latest technology and instruction so everyone can participate in our digital society.
- ◊ We foster early literacy, learning, and community involvement to support active civic engagement.
- ◊ We are thoughtful stewards of public resources.

Strategic Goals to Achieve the Library's Mission

Goal One

Moorestown Library is the community's learning hub for all ages

Create an accessible and welcoming environment

Library staff and Trustees will position the library as a destination for discovery and learning. Staff and Trustees will continually address the changes in the way people seek information, read, use library space and interact with each other, especially given the lessons learned from the pandemic. Repurposing space, balancing collections and developing new programs will ensure a fresh and relevant experience for residents.

Goal Two

Moorestown Library is a local leader in technology resources, a center for instruction and digital literacy

The library anticipates people's technological needs and provides access to digital resources. The library will become the "go-to place" where everyone can find useful technology assistance and tech instruction in Spanish and English, as needed. No Moorestown resident should be left behind in a world that increasingly relies on digital fluency.

Goal Three

Moorestown Library will invite, welcome, engage and support everyone in Moorestown

Make Moorestown Library the most used and useful local destination for all residents. Marketing and communication will increase awareness about the library and attract new audiences to online and onsite programs and activities.

The library will invite, welcome, and encourage all residents to experience and use its resources by increasing access. Increased attendance will attract an enthusiastic group of participants to a wide offering of programs and new support for library services and resources.