

# plainfield PUBLIC library

Strategic Plan  
2024-2028



# Letter from Director

Innovations and technological changes in the direction of Library Services have enabled libraries to move forward with the times. This is the first time that we, at the Plainfield Public Library, embarked on a strategic planning process that included surveys and focus groups of our Plainfield community to discover what you would like to see at the library moving forward. Encouraged by your thoughtful participation, we present a plan that will mindfully steer our work and focus over the next four years. Thank you for the time you have taken to assist us in creating a new path for the library.

Mary Ellen Rogan



**Patron obtains GED Certification through library**



**Library receives N.Y. Times Bestseller and Plainfielder George M. Johnson**



**Parents celebrate son's first library card**

# Overview

The strategic planning process began in October 2022 and included three phases. The first phase involved research, assessment and extensive consultation with Plainfield Public Library management and staff, key stakeholders and residents. Additionally, surveys of patrons and staff, one-on-one interviews with community influencers, a review of library statistics and targeted focus groups were conducted. Library staff also assessed library trends in services, customer experience, programming and many other factors. This extensive research resulted in the identification of key challenges and service goals.

During the second phase, the data collected in the first phase was presented to the Planning Committee, resulting in the development of five strategic goals. These strategic goals form the basis of the Strategic Plan and a framework to guide the library over the next four years. During this phase the mission and vision statements were reviewed and incorporated into the plan.

During the final phase, the library staff developed a set of key objectives and tasks that will serve as the basis for a continuously evolving Implementation Plan. The Implementation Plan will ensure that the Strategic Goals and Action Items are addressed, realistic timelines are established, resources are identified and provided, and ownership of items is assigned to the individuals and/or groups required to carry out the Strategic Plan.

In the pages that follow, we've captured our plan to address these findings.



Library's Memoir Club meeting

# Our Vision

To be a lifelong learning center of cultural, historical and informational enrichment for the Plainfield community.



Young patron meeting book character



Library staff conducting outreach

# Our Mission

The Plainfield Public Library will provide all citizens of Plainfield full and equal access to information resources, technologies, and programs for a lifetime of learning and cultural enrichment, by promoting literacy, preserving the history of the community, and serving as a community center.





# Connect The Community

Expand the Library's role as Plainfield's community anchor and the guardian of its history.

## Potential actions

- Foster relationships with new audiences
- Continue to preserve and protect the history of Plainfield and the surrounding areas
- Facilitate connections between Plainfield's residents and community organizations

Goal



## Advance Lifelong Learning

We will advance lifelong learning through outstanding collections, programs, classes and services.

### Potential actions

- Transform educational programming to reflect the multicultural diversity of our community
- Provide innovative opportunities for vocational, life, and technology skills

Goal



## Develop Marketing Strategies

Develop new marketing strategies to increase awareness of our services and resources.

### Potential actions

- Update library website
- Improve clarity, functionality, and visibility of signage
- Use creative outreach strategies

Goal

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## Provide Fun and Safe Spaces

Provide inspiring, safe and functional spaces for the public and staff.

### Potential actions

- Update and beautify building exterior and library grounds
- Improve security both inside and outside the library
- Create comfortable workspaces for patrons around building
- Create a dedicated Teen Space

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Goal



## Plan for the Future

Provide long-term strategies to enable stability and growth.

### Potential actions

- Continue to search for grant funding sources
- Find donors to provide long-term support
- Redesign the library interior to expand capacity

Goal

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# Acknowledgements

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