

HILLSDALE FREE PUBLIC LIBRARY STRATEGIC PLAN 2019-2022

Vision Statement

The Library shall foster a healthy and vibrant community by creating and sustaining lifelong and independent learning, self-improvement, mutual collaboration, shared inspiration, social engagement, and general well-being.



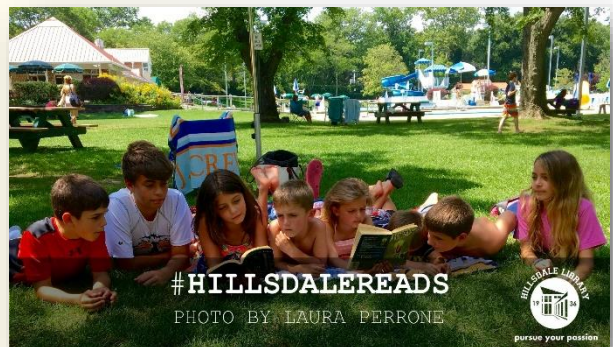
Guiding Statement

"The health of our civilization, the depth of our awareness about the underpinnings of our culture and our concern for the future can all be tested by how well we support our libraries."
~ Carl Sagan



Our Mission

We help people pursue their passion. This is accomplished by knowledgeable, qualified, and enthusiastic staff that guide, teach, and assist the public in the use of the manifold collections, services, and possibilities offered by a dynamic free public library.



Hillsdale Free Public Library
509 Hillsdale Avenue – Hillsdale – NJ – 07642
201.358.507 T 201.358.5074 F – hfpl.org – info@hfpl.org

GOALS, OBJECTIVES and ACTION PLANS

Goal 1: Secure the Library's role as a primary center for lifelong learning, culture and achievement.

Enhance artistic, educational and cultural activities.

Provide expanded, diverse and innovative programming for adults, teens and children.

Collaborate with community members as a resource for exhibits and programming.

Investigate, and provide the community with, advanced technology.

Expand and promote circulation of physical and digital items, including bestsellers.

Expand, and strive to provide greater and easier access to, the Library's digital collection to meet increasing demand.

Assist community members in achieving technology awareness and proficiency.

Connect learners of all ages with information, technological, and cultural resources not otherwise readily available.

Create a digital collection geared to student interests and needs.

Goal 2: Create a warm and open environment for expanded programming, activities and use of the Library's resources.

Examine all external and internal Library policies and practices to ensure that they are customer-friendly and support the work of the Library.

Evaluate how to utilize the Library to create an even more warm and welcoming space.

Retain professionals to provide an overall plan to open the space for enhanced programming and meeting rooms.

Explore the potential for a designated employment and business information center.

Evaluate use and potential of the Library's outdoor space, including landscaping of the property, improvement of the parking area, and enhanced use of the outside patio.

Provide optimal computer technology.

Update furnishings as necessary to optimize use of the indoor space.

Goal 3: Increase the public's awareness of the Library's resources.

Keep up with developments in social media to publicize Library programs, offerings and resources.

Evaluate and consider use of direct marketing through periodic mailings and/or digital ad placement.

Provide periodic press releases for the local newspaper.

Review and strengthen partnerships with community, business, educational and cultural organizations.

Collaborate with media specialists at the elementary and public high schools to increase their awareness of the Library's collection and services. Determine if the Library can further assist with School needs.

Improve the Library website as needed.

Goal 4: Increase funding for the Library.

Support the Foundation and Friends in their fundraising to enable them to supplement the municipality's support.

Work with the Foundation and the Friends to define their fundraising roles.

Ensure the continued collaboration between the supporting organizations.

Work with our local leaders and continue to advise them of the Library's great resources and needs.

Goal 5: Attract and maintain qualified and engaged staff

Maintain appropriate and competitive levels of compensation.

Foster staff engagement with the Library's mission.

Review with staff their performance evaluations on a regular basis.