

# HILLSDALE FREE PUBLIC LIBRARY

## STRATEGIC PLAN 2024-2027

### 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  
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# GOALS, OBJECTIVES and ACTION PLANS

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

- a. Conduct a comprehensive community survey in 2024 or 2025 to guide future planning. Strive for a sample size of 1,000 individuals over all age ranges. 10% of population.
- b. Enhance artistic, educational and cultural activities.
- c. Provide expanded, diverse and innovative programming for adults, teens and children.
- d. Collaborate with community members as a resource for exhibits and programming.
- e. Investigate, and provide the community with, advanced technology.
- f. Expand and promote circulation of physical and digital items, including bestsellers.
- g. Assist community members in achieving technology awareness and proficiency.
- h. Measure the cost / benefits of maintaining and growing digital content collections and adjust budgets accordingly.

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

- a. Examine all external and internal library policies and practices to ensure that they are customer-friendly and support the work of the library.
- b. Evaluate how to utilize the library to create an even more warm and welcoming space.
- c. Retain professionals to provide an overall plan to open the space for enhanced programming and meeting rooms.
- d. Explore the potential for a designated employment and business information center.
- e. 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.
- f. Provide optimal computer technology.
- g. Update furnishings as necessary to optimize use of the indoor space.

## **Goal 3: Increase the public's awareness of the library's resources.**

- a. Track the number of social media posts and determine the effective engagement of different types of posts – informational, humorous, inspirational.
- b. Increase the number of social media posts by 15% year over year.
- c. Evaluate the current use of direct mail marketing to new residents by measuring conversions to actual library registrations.

- d. Continue periodic press releases for the local newspaper. Strive for 26 press releases annually.
- e. Review and strengthen partnerships with community, business, educational and cultural organizations. Document specific programs offered as a result of these partnerships.
- f. Collaborate with media specialists at elementary and public high schools to increase their awareness of the library's collection and services. Send direct invitations three times per year.
- g. Review the library website for compliance with ADA guidelines. Report on deficiencies and plan for correction.
- h. Foster volunteer clubs to utilize and promote makerspace tools.

#### **Goal 4: Increase funding for the Library.**

- a. Establish a committee to review potential opportunities for further energy and operational efficiencies.
- b. Support the Foundation and Friends in their fundraising to enable them to supplement the municipality's support.
- c. Work with the Foundation and the Friends to define their fundraising roles.
- d. Develop a positive process to enable residents to easily notify government officials of the value they place on library services.
- e. Include projection costs in the annual budget to permit the restoration of Sunday service hours.
- f. 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**

- a. Maintain appropriate and competitive levels of compensation by reviewing cost of living and other inflation indexes and monitoring salary surveys and advertisements.
- b. Foster staff engagement with the library's mission.
- c. Review with staff their performance evaluations on a regular basis.
- d. Send staff to relevant training and educational opportunities, conferences and expositions.
- e. Develop a detailed plan to hire either a part-time librarian or library school student to provide additional expertise in technology, reference, and teen services. The library eliminated the reference & teen librarian position in 2020 due to budget cuts.

Adopted November 13, 2023