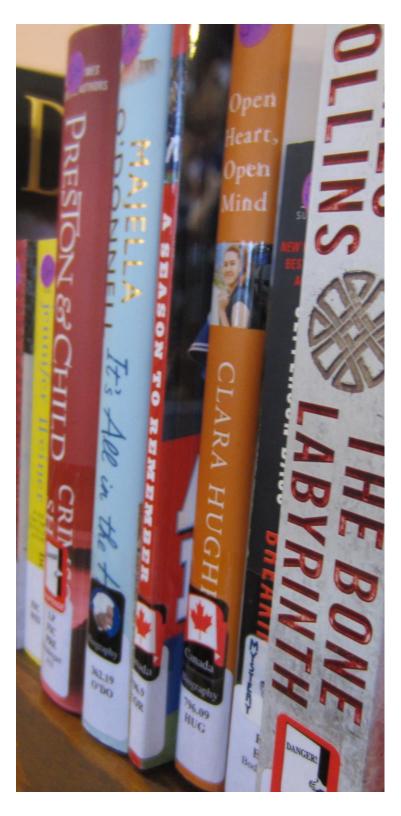


## Strategic Plan

2021-2024



## Our Mission

The Asphodel-Norwood Public Library supports and enriches the community by being a welcoming and inclusive gathering place that provides access to resources, programming, and interactive lifelong learning and leisure opportunities.

## Our Vision

The Asphodel-Norwood Public Library will provide space, programs, and resources that meet the needs and interests of Township residents. As a valued community partner, the Library will develop and sustain relationships that both inform and inspire. The Library will maintain a friendly, accessible and welcoming space with a supportive and knowledgeable staff.

## **Our Guiding Principles**

- 1. The Asphodel-Norwood Public Library will inspire visitors and patrons in comfortable and welcoming heritage buildings.
- 2. Staff and Board will collaborate and strive to offer engaging and innovative programs based on patron needs.
- 3. The Asphodel-Norwood Public Library will provide resources in various mediums that expand visitor and patron knowledge and embrace the adventure that reading and learning bring.
- 4. We will lead, partner, facilitate and promote programs and services to advance our goals.



Our Strategic Pillars



Timeframe	Action	Priority	Role
Short	Develop and implement a system for gathering and analyzing data on resource use, patron evaluation, and interest for programs and services offered at the library.	1	Lead/ Promote
Short	Develop a scorecard to demonstrate need for funding to expand programming and resources required for the library.	2	Lead/ Promote
Short	Develop and implement a promotion and communication plan for library programs that target the library's four key patron groups: Children, Teens, Adults, and Seniors.	3	Lead/ Promote
Medium	Seek out partners to offer programs at the library for unique topics of interest identified by library patrons and visitors.	4	Lead/Facilitate/ Partner/ Promote
Long	Develop and implement a program to engage community members as volunteers to act as concierge or activators for programs offered.	5	Lead/Partner/ Promote



Timeframe	Action	Priority	Role
Short	Develop a two-way communication plan to engage residents, share library program information and gather feedback to continuously improve and enhance offerings.	2	Lead
Medium	Expand the offerings of items for loan to patrons.	1	Lead/ Partner
Medium	Seek out partnerships to expand service offerings available at the library.	1	Lead/ Partner



Timeframe	Action	Priority	Role
Short	Technology that is current and meets the needs of patrons.	1	Lead/ Partner
Medium	Building review to continuously improve space layout and ambiance.	2	Facilitate/ Partner/ Promote
Long	Space designed for specific target audiences and uses.	3	Facilitate/ Partner