



NORWOOD/WESTWOOD
ASPHODEL
NORWOOD
PUBLIC LIBRARY



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



Programs

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



Services

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



Facilities

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