



CHERRY HILL
PUBLIC LIBRARY

Strategic Plan for Cherry Hill Public Library

2017-2019

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Director's Message on Methodology

The strategic planning process began in 2016 using the *Aspen Institute Action Guide*. The Action Guide came from a need for guidance on how to make practical, achievable goals from the *Rising to the Challenge: Re-Envisioning Public Libraries* report. The toolkit is 12 chapters such as 'Library as civic resource' or 'Library as literacy champion'.

We consulted the Dialogue for Public Libraries at LibraryVision.Org. This site includes tools, case studies, a listserv, events and blog posts to work together to address the transformation of public libraries in the digital age.

Librarians, paraprofessionals, and supervisors all met several times in 2016 to work on the toolkit chapters to hone the ideas for the Strategic Plan 2017-2019. We crafted five Strategic Directions to guide CHPL, with Objectives and Tactics to reach our goals.

Evaluations from many programs were used to identify areas that the patrons of the Cherry Hill Public Library were interested in having brought to the community. The Strategic Plan was given the Board of Trustees for input and review.

Our staff was cognizant of focusing on strengths, and not extending resources beyond the mission and vision.

Mission and Vision Statements

Mission Statement

The Cherry Hill Public Library (CHPL) is committed to providing a variety of library materials and services, access to innovative technologies and a wide-range of programs to meet the informational, educational and cultural interests of residents and visitors of all ages. CHPL recognizes its value and responsibility to the community as an educational, social and cultural resource and offers its facilities to individuals, organizations and companies for meetings, workshops and other activities.

Revised: September 2005

Vision Statement

The Cherry Hill Public Library (CHPL) is committed to achieving and maintaining excellence in providing public library services to the community. This can best be done by defining a set of goals and objectives that are consistent with our Mission Statement and then articulating a Vision that enables them to be attained.

The CHPL will **support the educational goals** of both students and non-students by providing the resources that correspond to their diverse needs.

The CHPL will **encourage children**, including pre-schoolers, to develop a love of reading, learning, and libraries by providing materials and programs for children and parents together.

The CHPL will **provide current materials** of high interest in a variety of formats -- e.g., books, magazines, electronic data, videos and recordings -- for people of all ages.

The CHPL will **provide timely, accurate information and reference services**, employing a highly qualified staff to form the link between library materials and users in a congenial and professional manner.

The CHPL will **provide citizens with information about their community**, acting as a clearing-house for current data on community organizations, issues and services.

In pursuing this Vision, the CHPL will uphold the public's freedom of access to knowledge and will recognize its responsibility to provide a full range of public library services. The CHPL will stimulate the awareness and use of libraries to promote individual enlightenment, community enrichment and economic vitality throughout the region.

Adopted: November 25, 1997

Strategic Direction #1

Support the goals of the community through education and information services.

Supporting Cherry Hill's devotion to reading and learning remains the core function of the Library. The content of the Library's collection is of paramount importance to patrons. We need to aggressively expand digital resources while guaranteeing patrons have access to material in formats they are comfortable with.

Objective: Support a passion for books and literature

- **Tactic:** CHPL Book Club – book discussion group
 - Continue to expand and diversify off-site book clubs meetings
- **Tactic:** Host innovative and exciting summer reading programs for children, teens and adults
- **Tactic:** More author visits and programs
- **Tactic:** Promotion of diverse authors (People of Color, LGBT authors)
- **Tactic:** Feature individual staff members and their favorite genres and book recommendations
- **Tactic:** Continued collection of foreign language materials for all ages
- **Tactic:** Book lists on website
- **Tactic:** Teen book reviews- solicit more, highlight
- **Tactic:** Promote Cherry Hill Reads Facebook group
- **Tactic:** Little Free Libraries—promote, maintain
- **Tactic:** Use Beanstack, instagram stories, goodreads, enews, libraryaware, hoopla, evanced, 'hidden gem of the month' 'under the radar' to promote collection

Objective: Provide resources for job seekers

- **Tactic:** Classes for job seekers
- **Tactic:** Job bulletin board in Reading Room
- **Tactic:** Programs on interviewing, resumes
- **Tactic:** Promote Jobs and Career Accelerator database for resume writing, etc.
- **Tactic :** Repurpose existing Job Resource Center to meet current patron needs

Objective: Provide reference and information services

- **Tactic:** New website for CHPL with links to virtual collections, databases, etc.
- **Tactic:** Continue partnership with Literacy Volunteers of Camden County for English as a Second Language Conversation Group
- **Tactic:** Fund more museum passes through crowdfunding and Friends of the Library
- **Tactic:** Work with Master of Social Work students and State Library for social work services
- **Tactic:** Civic literacy- partner with agencies, social services information tables and speakers

Objective: Provide support for the education of children and teens

- **Tactic:** Science and art programs
- **Tactic:** Thematic kits for preschoolers to borrow
- **Tactic:** Collaborate with schools on summer reading lists, curriculum needs
- **Tactic:** Connect families with tutors with local tutors list
- **Tactic:** More foreign language materials for children

Strategic Direction #2

Foster a culture of innovation for emerging technology and information literacy.

Objective: Emerging Technology

- **Tactic:** Expand current programs and promotions
- **Tactic:** Increase circulation of Realpads, makey makey, snap circuits
- **Tactic:** Classes on library online databases, collections
- **Tactic:** Virtual tour of the library (video)
- **Tactic:** Teach Conversion software for VHS tapes to digital files
- **Tactic:** Establish and promote a physical space for maker programs
- **Tactic:** Promote STE(A)M programming and creating local partnerships
- **Tactic:** Continue Technology Committee tasks and meetings

Objective: Information Literacy

- **Tactic:** Offer research skills class for different ages
- **Tactic:** Classes on privacy and security
- **Tactic:** Classes on social media use and evaluating news and posts

Objective: Enhance CHPL's website as a virtual branch, 24 hour access to online resources, e-book and downloadable audio books events registration.

- **Tactic:** Social media promotion of online resources
- **Tactic:** Reference by appointment and tech gadget information tables
- **Tactic** – Text a Librarian service
- **Tactic** – Use Beanstack software online book reviews, readers advisory
- **Tactic** – Investigate mobile circulation for pop-up library locations

Objective: Computer and Tech Classes

- **Tactic:** Continue classes on software, social media, e-resources
- **Tactic:** Programs on Emerging Technology- programming, maker items
- **Tactic:** Maker Playground items programs, dedicated maker hours
- **Tactic:** Appointments for one on one tech instruction (Reference by Appointment)
- **Tactic:** Maker group for tweens and teens
- **Tactic:** Provide more frequent and more thorough staff training
- **Tactic:** Create more diverse and focused classes

Strategic Direction #3

The Cherry Hill Public Library is a place of knowledge and inspiration for members of the Cherry Hill Public Library community.

Programs and services are the connection between users and the library's collections. They support the library's mission of "providing a variety of library materials and services, access to innovative technologies and a wide-range of programs to meet the informational, educational and cultural interests of residents and visitors of all ages.

Continued successful Programming series for Adults, Teens and Children
Coffee & Conversation, CHPL Book Club, Writing and Poetry Groups
Storytimes, Little Listeners, Rhyme Time, Night Owls

Objective: Children's and Teen Programs

- **Tactic:** Continue to develop and present programs that focus on pre and early literacy
- **Tactic:** Implement 1,000 Books Before Kindergarten program
- **Tactic:** Incorporate STEM into programming for early literacy
- **Tactic:** Continue to develop programming for Special Needs and early intervention
- **Tactic:** Increase collaboration with park system to offer more outreach
- **Tactic:** Work more closely with Preschools offering outreach and a Preschool Fair
- **Tactic:** Offer college preparation programming and materials
- **Tactic:** Continue to enhance teen passive programs
- **Tactic:** Offer Tween coding and STEM programming
- **Tactic:** Offer Teen and Tween "Life Skills" programming
- **Tactic:** Offer opportunities for Teen Entrepreneurs

Objective: Adult Programs

Experiment and develop new programs

- **Tactic:** Cooking classes and demos
- **Tactic:** Create a Seed Library and classes related to gardening
- **Tactic:** Tai Chi classes, inside and in Friendship Grove
- **Tactic:** Continued programs for 20s/30s ages
- **Tactic:** Comic Con in March during Will Eisner week
- **Tactic:** TV 'binge club' with discussion
- **Tactic:** Pop Culture events (Game of Thrones fan event)

Objective: New Services

- **Tactic:** Establish a Seed Library to lend seeds
- **Tactic** – Classes for entrepreneurs and small business start-ups (partnership with UCEDC)

Strategic Direction #4:

Be a Visible and Engaged Presence in the Community

Objective: Increase public awareness of services available at CHPL:

- **Tactic:** CHPL e-newsletter
- **Tactic:** Gather new emails/targeted emails at programs
- **Tactic:** Postcards and bookmarks to highlight library events
- **Tactic:** Outreach at community events
- **Tactic:** Support initiatives beyond books (non-traditional collections, services)
- **Tactic:** Displays for collections, services, programs
- **Tactic:** Incorporate mobile circulation –materials to outreach
- **Tactic:** Ask High School musical and drama groups to perform
- **Tactic:** Invite local theater, dance, musicians to perform
- **Tactic:** Regularly give flyers to volunteers for distribution at local apartment complexes
- **Tactic:** Welcome desk staffed with library clerks or librarians

Objective: Expand outreach to underserved populations such as culturally diverse communities, adults between the ages of 20 – 40, residents who do not reside in close proximity and expanded senior services:

- **Tactic:** Book club meetings in local restaurants
- **Tactic:** Host meet the author events, needlework group, writing and poetry groups
- **Tactic:** After hours gaming night, adults-only
- **Tactic:** Continue partnership with Literacy Volunteers of Camden County for English as a Second Language Conversation Group
- **Tactic:** Global Society Club
- **Tactic:** Move foreign language materials front of reading room
- **Tactic:** Start mahjong club to meet regularly at CHPL
- **Tactic:** Gaming, jigsaw puzzles- passive and active programs
- **Tactic:** One Book One Cherry Hill –grant to fund hosting book discussion with minority authors
- **Tactic:** Hold collection drives more often to serve different populations
- **Tactic:** Art Gallery – community support, featured on CHPL social media

Objective: Create and leverage partnerships with government agencies and external groups:

- **Tactic:** Invite local businesses and non-profits to have a Lobby Table to promote their service
- **Tactic:** Invite potential partners to CHPL for tours and meetings
- **Tactic:** Explore offering a Book Mobile Service to senior groups
- **Tactic:** Partner with local brewery to hold brew workshops
- **Tactic:** Social services lobby table for public Q & A – Rutgers School of Social Work partnership being discussed with Masters of Social Work students
- **Tactic:** Social media posts in community
- **Tactic:** Diverse Books display and offer this space to different community groups
- **Tactic:** Daycare alliances: share CHPL flyers there and create a binder here of their information (categorized by geographical area, religion, FT vs. PT, etc.)

- **Tactic:** Local camps: connect with summer camps to promote summer reading or offer a one-day librarian program at their location
- **Tactic:** Work with Cherry Hill Historical Commission- local history room, programs, oral history
- **Tactic:** Shared partnerships with Twp. Recreation Department (pop-up story times, 5K)
- **Tactic:** Social agency speakers at Coffee and Conversation programs

Objective: Further transparency for the Board of Trustees meetings on website

- **Tactic:** Post all Library Board of Trustee minutes online
- **Tactic:** Continue to abide by the Open Public Meetings Act
- **Tactic:** Produce an annual report that is available online and at the Library
- **Tactic:** Board Minutes summarized on CHPL Facebook page
- **Tactic:** Board members shadowing a librarian, follow this day on CHPL social media
- **Tactic:** Special bulletin board in library identifying Board (photographs & bio)
- **Tactic:** Add infographics to website

Objective: Pursue new fundraising opportunities:

- **Tactic:** Wish Lists on Amazon of items needed for the library
- **Tactic:** Reach out to local businesses for sponsorships
- **Tactic:** Host special events in Friendship Grove
- **Tactic:** Friends of the Library and Teen Ambassador fundraising opportunities
- **Tactic:** Donation options on CHPL website
- **Tactic:** Add estate planning page on CHPL website
- **Tactic:** Schedule fundraiser days at Whole Foods, Barnes & Noble
- **Tactic:** Explore library 'Naming Day' or Cafepress site
- **Tactic:** Crowdfunding campaigns for museum passes, more
- **Tactic:** More frequent grant writing and use of grant funding

Objective: Highlight our community's diversity:

- **Tactic:** Invite cultural groups to the Library through programs, performances and lobby tables
- **Tactic:** Expand foreign language collections, more visible shelving
- **Tactic:** Work with groups for children, teens, older adults, immigrants and refugees, and people who are homeless on how the Library can better serve these populations.
- **Tactic:** Continue children's programming for children with special needs and on the autism spectrum
- **Tactic:** Chinese New Year event and other cultural events
- **Tactic:** Use cultural holiday calendars when planning displays and programs
- **Tactic:** Use cooking as bridge to other cultures: International Jr. Chef, themes for Cookbook Club.
- **Tactic:** Highlight one cultural group for book displays in Reference.

Strategic Direction #5

Encourage Professional Development and Foster a Positive Staff Culture

Objective: Ensure the library staff has the knowledge, skills and tools necessary for their work:

- **Tactic:** Encourage and schedule staff training opportunities, NJLA workshops and conferences, NJALA, LibraryLinkNJ and webinars
- **Tactic:** Host a staff development day on an annual basis
- **Tactic:** Schedule staff to attend in-house computer and technology training
- **Tactic:** Outside speakers for staff enhancement
- **Tactic:** Library staff abbreviated version of computer and tech training
- **Tactic:** Staff trained on grant writing
- **Tactic:** Review collection and de-selection policies with staff

Objective: Create a library culture that encourages thoughtful innovation and experimentation:

- **Tactic:** Cross-train librarians between Reference and Children's departments; cross-train library assistants at Circulation, Tech Services and Tech Assistants in the Computer Lab
- **Tactic:** Continue staff committees with members from various departments to carry out strategic directions for the library (Technology and Social Media committees)
- **Tactic:** Visit other libraries
- **Tactic:** Work with other librarians to brainstorm or share ideas
- **Tactic:** Online communities – make list and distribute to staff to get / share ideas

Objective: Create a positive environment for all employees of CHPL:

- **Tactic:** Create best practices and clear policies in all departments, updating the Policy and Procedure Manual and the Emergency Procedure Guidelines
- **Tactic:** Incorporate safety training and scenarios in staff meetings and department training
- **Tactic:** Positive communication on successes through a staff "Shout Out" board , Staff Recognition, and all library communication emails and supervisor updates
- **Tactic:** Adding Special Law Enforcement Officers for facility safety
- **Tactic:** Continue celebrating staff longevity
- **Tactic:** Morning meetings on daily updates before opening to the public
- **Tactic:** Staff lunch play dates in Conference Center: ping pong, board games, movies