



# HIGHLAND PARK PUBLIC LIBRARY

## *Strategic Plan 2023-2026*

**The vision of Highland Park Public Library** is to remain the social, intellectual, and cultural center of our vibrant community, enabling everyone in the Borough to engage, connect, and learn throughout their lifetimes.

**The mission of Highland Park Public Library** is to provide a welcoming space, innovative programs, rich collections, and the latest technology to make our community a better place to live, learn, and work.

**The core values of Highland Park Public Library** include support and promotion for inclusion, equity, and accessibility through collections, programs, outreach and community partnerships, safe and welcoming facilities, and organizational excellence.

**The 2023-2025 strategic plan for Highland Park Public Library** strives to provide direction and support for accessible, transparent, and specific goals in order to achieve measurable outcomes supporting its vision, mission, and values.

## **Goal 1: Inclusion**

### *Objectives*

- Revise policies through a lens of EDI and with a focus on the user
- Expand World Languages
- Expand ESL and language-learning support
- Cultural diversity in programming, collections, outreach, and services
- Inclusive collections and programs
- Programming on life skills, civics
- Volunteer training
- Anti-discriminatory alignment in all areas of engagement

## **Goal 2: Accessibility**

### *Objectives*

- Secure, consistent, and reliable internet (Broadband, expanded wireless access)
- Website accessibility, chat reference
- Support independence and self-service in-house
- Support environmental accessibility to users with mobility restrictions (i.e. homebound delivery service?)
- Lending and returning off-site
- Updated technology equipment and seating; create a long-term technology plan
- Ensuring information is presented in preferred languages (translate documents, signage, etc. and use Census data to identify languages)
- Support the freedom to read and freedom of expression, and stand against censorship

## **Goal 3: Outreach & Community Engagement**

### *Objectives*

- Prioritize relationship-building
- Serve as a forum for public discussion
- Provide opportunities for formal and informal meeting spaces, and support in-person gathering to strengthen community-building
- Expand opportunities for engagement with teens, children, and families with each other
- Investment of time and budgetary resources
- Establish online and print marketing plans
- Further redevelopment of the Friends of the Library and sustainable support (including planned giving management)

#### **Goal 4: Safe & Welcoming Facilities**

##### *Objectives*

- Renovation of interior to balance the maintenance of the physical collections and real-time use of space
- Outdoor seating
- Overall upkeep with a focus on safety
- Maintaining a welcoming environment
- High quality cleaning

#### **Goal 5: Organizational Excellence**

##### *Objectives*

- Diverse hiring
- Professional development
- Training at all levels (customer service, understanding policy and procedure, technology training, patron support and emergency aid)
- Adequate staffing
- Update and revision of job descriptions
- Institute plans for internships (i.e. through Rutgers University)
- Team building for staff

*This Strategic Plan document was informed by input from Library Staff and the Library Board of Trustees, along with widespread community feedback through written (printed/online) surveys and in-person Harwood Institute-inspired conversations held at various community locations.*