



Strategic Plan 2019-2021

The Time is Now

Introduction

The Wood-Ridge Memorial Library Strategic Plan 2019-2021, will guide the Board of Trustees and the library staff as they make financial, operational and facility improvement decisions in a challenging and quickly changing environment. This strategic plan was developed by the Library Board's Strategic Planning Committee with staff and community involvement.

This plan is designed to evolve and change, as needed, in order to guide the staff and the Board of Trustees and will be reviewed annually to ensure that objectives are reached.

The Strategic Planning Process

In 2016, the Director and the Board began discussions about creating a new dedicated children's area to replace the children's room that had been demolished due to structural deficiencies in 2014. In 2017, a Strategic Planning committee was authorized by the Board of Trustees to undertake a strategic planning process that would result in a written plan for 2019-2021.

In order to provide responsive services and resources to the Wood-Ridge community, the Board of Trustees and the staff of the WRML will continuously review its mission, goals, objectives and action steps in this plan, to make sure that they align with the interests and needs of the community.

Strategic Initiatives

After reviewing the information from the board discussion, staff and resident conversations, and analyzing usage and demographic trends, the consultants organized information into a group of strategic issues to which the library would respond in its plan.¹

- A Welcoming Environment, Excellent User Experiences, and Staff Investment
- Technology—Power and Access Everywhere
- Services for All Ages—Collaborate and Promote
- Resource Development—Grow the Library Every Day



¹ A Summary of Conversations with Wood-Ridge residents about the Wood-Ridge Memorial Library

The library's vision and mission will provide the overall direction that the library follows for the next several years. Goals and objectives identify the specific strategic actions that will help the Board and staff achieve the mission.

Our Vision:

The Wood-Ridge Memorial Library will be the center of learning and discovery for everyone in our community.

Our Mission:

The Wood-Ridge Memorial Library informs, enriches, connects and inspires our community.

Shared Values

The staff, Board and community of the Wood-Ridge Memorial Library believe that the library is important to people's lives.

Library Accomplishments

Over the past several years, the Wood-Ridge Memorial Library has become a place for much more than books. Patrons also have access to museum passes, streaming films, downloadable e-books and music, research databases and high-quality children's and family programs.

Strategic Goals

Goal 1

The Wood-Ridge Memorial Library will meet the community's needs for services and programs in new and thoughtful ways

Objectives:

- 1.1 The library will continually evaluate and update the current collections and services it offers
- 1.2 The library will review and respond to increased needs for access to the library and its resources
- 1.3 The library will invest in current and emerging technology and digital resources

Goal 2

The Wood-Ridge Memorial Library will provide the leadership, staff, facilities and technology required to anticipate residents' needs and interests

Objectives:

- 2.1 The library will invest in its facilities
- 2.2 The library will invest in the staff and Board

Goal 3

The Wood-Ridge Memorial Library will secure the support, advocacy and financial resources necessary to ensure its future for the next generations

Objectives:

- 3.1 The library will reimagine its message to the community
- 3.2 The Library will develop a long-term plan for its financial health

