# Northfield Township Area Library Strategic Plan: 2026–2030

## Mission

Engage, educate, encourage, enhance.

## Vision

Our vision is to empower our community through literacy, information, technology, and outreach.

## Core Values

**Community-Centered Service**

We exist to serve and uplift our community. Every decision we make is guided by a deep understanding of and responsiveness to the evolving needs, interests, and goals of the people we serve.

**Equity and Inclusion**

We are open to all. Our library is a safe, welcoming space where everyone—regardless of background, ability, or identity—can access resources, participate in programs, and feel a sense of belonging.

**Accessible Excellence**

We are committed to removing barriers to access and delivering high-quality service across all platforms—physical and digital—ensuring our resources are readily available and easy to use.

**Knowledge with Heart**

Our staff combines professional expertise with compassion and friendliness, creating an environment where patrons feel supported, informed, and genuinely valued.

**Lifelong Learning and Innovation**

We engage, educate, encourage, and enhance by offering dynamic programs, evolving collections, and forward-thinking technology that enrich lives at every stage.

## I. Collections and Space

**Goal: Continue to evolve our collections and spaces to meet the diverse and changing needs of the community.**

**I. Objectives**:

a. Expand the Library of Things collection to include more tools, games, instruments, and technology kits.
b. Develop a small-scale makerspace featuring items such as a sewing machine, 3D printer, and other creative tools; seek knowledgeable volunteers to help users.
c. Periodically assess space usage and plan for long-term expansion based on accessibility, community growth, and needs.
d. Maintain accessible and flexible library spaces that promote individual and group engagement.
e. Ensure collections reflect community interests, support learning, and are both physically and digitally accessible.

**II. Indicators of Success:**

a. Increased circulation of Library of Things items.
b. Successful launch and use of makerspace equipment.
c. Positive patron feedback on library space and layout.
d. Growth in the number of materials borrowed across all formats.

## II. Community Relations and Public Awareness

**Goal: Strengthen the Library's presence and relationships in the community.**

I. Objectives:

a. Launch new volunteer-led oral history initiatives to preserve and share local stories.
b. Expand fundraising efforts to support special projects and long-term sustainability.
c. Maintain consistent communication through digital signage, newsletters, and social media.
d. Partner with local organizations, businesses, schools, and civic groups to co-host events and expand outreach.
e. Serve as a repository of information for local resources, organizations, and events.
f. Implement a mobile device-friendly, accessible website and improve online service awareness.

II. Indicators of Success:

a. Increased community participation in oral history and fundraising efforts.
b. More collaborative events and outreach partnerships.
c. Enhanced online engagement and newsletter reach.
d. Greater community awareness of library offerings as measured through surveys and feedback.
e. Greater community awareness of local resources and organizations as measured through feedback.

## III. Programs and Services

**Goal: Offer diverse, inclusive programs that meet the needs of all age groups and backgrounds.**

I. Objectives:

a. Expand virtual programming options to accommodate different schedules and accessibility needs.
b. Ensure programming reflects the cultural and generational diversity of the community.
c. Partner with literacy and social service organizations to support children, adults, and underserved populations.
d. Evaluate programs regularly for quality, engagement, community impact, and accessibility.

II. Indicators of Success:

a. Increased participation in both in-person and virtual events.
b. Positive participant feedback on program inclusivity and relevance.
c. Broader range of program topics and audiences reached.
d. Growth in partnerships and co-hosted programs.

## IV. Technology

**Goal: Ensure community access to current and emerging technologies.**

I. Objectives:

a. Expand digital literacy services and technology help for all ages.
b. Maintain and increase hotspot lending, and explore lending additional technologies, such as more laptops, tablets, and e-readers.

c. Create a makerspace with modern equipment and training opportunities.
d. Continue developing a “virtual branch” through an improved website and digital tools.

II. Indicators of Success:

a. Increased technology use among patrons, both in-library and at home.
b. Patron feedback indicating improved confidence in using technology.
c. Positive usage metrics from virtual services and e-resources.
d. Implementation of new technology services based on community input.

## Implementation and Evaluation

To ensure accountability and responsiveness, NTAL will:
- Review strategic objectives semi-annually and adjust as needed.
- Collect and analyze usage data, program evaluations, and community feedback.
- Share progress updates with the Library Board and community through an annual impact report.