

2023-2025
Make
Connections

STRATEGIC PLAN

VISION The New Berlin Public Library is a vital community destination open to everyone.

MISSION Provide a welcoming space for community connections with access to materials and services that enhance education, entertainment, culture, creativity, and curiosity.

The New Berlin Public Library's mission and vision statements provide a framework for the Library Director and staff as we make decisions for the Library's future.

Together, as we define a strategic direction for the next two years, we are inspired to continue with our work through the lens of broadened access to the Library and have identified strategic priorities which enhance Library services, resources, community connections and spaces.

-The New Berlin Public Library Strategic Planning Committee

STRATEGIC PRIORITIES

ENHANCED SERVICES

We will continue to develop services and programs that broaden the community's experience and perspective.

ENHANCED COMMUNITY CONNECTIONS

We will seek an active network of local partnerships to support common goals and achieve greater impact within the New Berlin community and promote the library as a destination within the City Center.

ENHANCED SPACE

We will evaluate spaces for enhancements that encourage collaboration, foster connections, develop creativity, and support the free exchange of ideas.

ENHANCED RESOURCES

We will review and curate resources that are inclusive and allow all patrons to be informed, connected, and inspired.



With the support of the New Berlin Public Library Board of Trustees, the New Berlin Public Library Director and Staff look forward to the next two years with strategic focus on the following goals and tasks:

A. ENHANCED SERVICES

Achievement through the following tasks:

- 1) Develop marketing plans and invest in programming to reach target audiences.
- 2) Establish opportunities for community gathering and discourse.
- 3) Enhance MakerStudio to incorporate new technologies which prove relevant for all ages.

B. ENHANCED RESOURCES

Achievement through the following tasks:

- 1) Improve collection organization to encourage discovery and relevance of library's core collections.
- 2) Ensure databases and digital media are available to users and easy to navigate.
- 3) Assess our materials to ensure strong, accessible, relevant, and diverse collections.

C. ENHANCED COMMUNITY CONNECTIONS

Achievement through the following tasks:

- 1) Expand the library's presence at City-wide events, local activities and Chamber of Commerce meetings.
- 2) Outline library offerings, collections and services available to partnering organizations.
- 3) Take steps to ensure that the library retains current patrons and invites back infrequent users.

D. ENHANCED SPACES

Achievement through the following tasks:

- 1) Development of dynamic, collaborative spaces such as interactive reading areas, group study zones, and an early literacy learning environment that encourages pretend play and social interaction.
- 2) Utilize outdoor garden, green space and City Center for Library engagement.
- 3) Continue to consider exterior optimization for WiFi connectivity and facility initiatives for solar power and green operation.

Community Assessment:

Regular assessment of residents, patrons, Library and City Staff, and local community stakeholders will occur throughout the year to measure the Library's impact and value to the community.

Strategic Goal and Task Updates:

The Monthly Director's Report, for the two-year duration of this Strategic Plan, will identify updates on the progress towards the Library's Strategic Priorities.

Approved by the Library Board 4/17/2022