

2025-2028  
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.

Guided by the mission and vision of the **New Berlin Public Library**, we have defined a strategic course with focus on expanding access. This commitment drives our strategic priorities, which aim to enrich library services, broaden resources, strengthen community engagement, and thoughtfully enhance our physical 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,

### 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.

# STRATEGIC GOALS

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

## A. ENHANCED SERVICES

*Achievement through the following tasks:*

- 1) Ensure public access to a broad spectrum of ideas by curating diverse collections, hosting programs, and protecting intellectual freedom.
- 2) Incorporate accessibility tools by integrating emerging & adaptive technologies, multilingual resources and sensory-friendly initiatives at the Library.
- 3) Modernize infrastructure to improve operational efficiency, enhance user experience, and ensure connectivity throughout library spaces.

## B. ENHANCED RESOURCES

*Achievement through the following tasks:*

- 1) Align staffing resources to expand community outreach and create off-site library learning opportunities.
- 2) Assess audience learning needs to ensure collections and materials are meaningful, engaging, and aligned with future skills and opportunities.
- 3) Expand MakerStudio offerings to support diverse forms of creative exploration, bridging traditional arts and crafts with instruction for technology-driven tools and techniques.

## C. ENHANCED COMMUNITY CONNECTIONS

*Achievement through the following tasks:*

- 1) Increase library membership, attendance and circulation with programs and outreach to the community.
- 2) Define and implement strategic resource practices to strengthen long-term relationships with donors and fundraising organizations.
- 3) Partner with citizens, public, private, non-profit and community groups to form a collective space that creates meaning and memory.

## D. ENHANCED SPACES

*Achievement through the following tasks:*

- 1) Reimagine Library's 2<sup>nd</sup> level floor plan to improve functionality, accessibility, safety, and the patron experience.
- 2) Integrate indoor and outdoor spaces with features that encourage learning, collaboration, and engagement.
- 3) Implement environmentally sustainable strategies for the long-term facility and grounds conservation.

## Strategic Performance and Assessment:

Through regular reviews to measure progress toward key strategic goals, library staff ensure we remain aligned with our mission and vision. During the 2025–2028 Strategic Cycle, performance will be evaluated using metrics for community engagement, program participation, and resource usage. These indicators will provide insight into the effectiveness of our initiatives and inform continuous improvement efforts.