

**The Future is Now:
A Strategic Plan for the
Moorestown Library
2008-2012**



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My Library!!*



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Planning Process



Contracted Library Development Solutions

- Space Needs Assessment
- Strategic Planning Process



Established Planning Committee

- Board of Trustees
- Library Staff
- Community Volunteers



Data Collection

- Trends
- Focus Groups
 - Over 210 participants
- Community Meeting
 - Over 60 participants
- Survey
 - Over 400 responses



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Strategic Issues



Customer focused services



Space that works



Technology



Community



Underserved Customer Segments



Staff



Resource Development



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Vision & Mission

Vision: The Moorestown Library will become the community's favorite gathering place, a welcoming destination that has something for everyone.

Mission: The Moorestown Library provides free and open access to ideas, information and resources to enrich the community.



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Goal One: Destination Library



New Library by 2012

... Welcoming, flexible, inviting, and supporting community needs for a library...

- Remain on existing municipal site
- Explore adjoining efforts with municipal complex
- Secure funding options



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Goal Two: Involve Entire Community



Ensure the Library offers collections, programs and technology offering value to life of the community

- Services development and enhancement
- Community cultural center
- Additional access and accommodating services



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Goal Three: Awareness and Promotion



Increase profile and collaborate with organizations within community

- New and improved image and identity
- Resident awareness of changes
- Marketing within community
- Staff development



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Goal Four: Technology



Accessibility and expansion

- Create a 24/7 Library
- Coordinate with municipal services
- Efficient use of external resources



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Goal Five: Funding



Explore and develop stable and dependable private and public funding for implementation

- Establish a Library Foundation
- Optimize operating budget
- Leverage existing Friends of Library relationship



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Measuring Our Success



Five year projected accomplishments

- Destination Library celebration
- Customer satisfaction
 - Usage
 - Awareness
 - Service level
- Community support
 - Financial
 - External partnerships