

## SPRINGFIELD PUBLIC LIBRARY STRATEGIC PLAN 2017 – 2022

### Be a hub for information and innovation.

- **Support lifelong learning for all ages through services, collections, and programming:**
  - Early literacy:
    - Increase outreach to underserved families and integrate a focus on family literacy into these efforts.
    - Broaden and deepen our network of community partners also providing early literacy services.
    - Provide early literacy training to all staff.
  - School-aged children:
    - Increase engagement with school-aged children.
    - Expand relationship with school district.
    - Increase programming targeting school-aged children.
    - Create and implement a homework help program.
  - Teens:
    - Offer tech-focused programming to engage teens.
    - Empower teens to become civically involved.
    - Start teen entrepreneurship program.
  - Adults:
    - Enhance and market the library's collections (including e-resources)
    - Provide ongoing reference training for all staff.
    - Increase Reader's Advisory activities.
    - Maintain diversity and variety of library programming.
    - Develop and offer programs and resources on digital literacy.
  - Museum:
    - Develop coordinated museum/library program plan (including local history resources).
    - Develop a business plan for the museum.
    - Digitize the museum's photo collection and connect it to the library.
- **Maintain and deepen collaborative partnerships with other service providers:**
  - Provide services and resources through new and ongoing community partnerships.
  - Explore co-location or hosting opportunities for community partners in planning for new library.
- **Broaden community access to relevant and up-to date technology:**
  - Develop and implement a technology plan.
  - Provide state-of-the-art internet access for patron use.
  - Increase awareness and use of digital services.

- **Support Springfield's economic development:**
  - Provide training and resources for employees and jobseekers.
  - Provide resources for entrepreneurs and local businesses.
  - Develop partnerships with the business community.
  - Support downtown revitalization.

### Foster an environment of cultural and economic diversity in Springfield.

- **Low-income residents:**
  - Offer resources and programming on financial literacy.
  - Maintain the library's summer free lunch program.
  - Develop an outreach plan for underserved populations.
  - Provide services to support people experiencing homelessness.
- **Spanish speakers:**
  - Provide library services and materials in Spanish, as well as access to Spanish speaking staff.
  - Offer programming that celebrates our community's multicultural identity.
- **Elderly, disabled and homebound residents:**
  - Explore opportunities to develop an ongoing outreach program to homebound residents.

### Expand access to library services.

- **Explore options for increased investment in library services:**
  - Continue to pursue grant opportunities, as well as to support fundraising efforts by the Friends of the Library and the Library Foundation.
  - Communicate about the value of current services and the need for increased support.
- **Explore options for providing service to areas in Springfield that are geographically distant from the downtown library:**
  - Develop the website as a virtual library.
  - Establish remote book drops.
- **Develop and implement a plan for a new library facility:**
  - Plan a new library in response to current and anticipated community needs.
  - Develop a funding plan to support a new library.
  - Develop and implement a communications plan about the new library and how it will meet current and future community needs.