**Wayne Public Library Strategic Plan**

**ENGAGE**
- Update Technology
- Partner with Neighbors Helping Neighbors
- Update ESL Programs
- Restructure library programming
- Assess Library Resources
- Staff Development

**EMPOWER**
- Your Tool for School Campaign
- 1,000 Books Before Kindergarten Campaign
- Electronic Resource Library Card
- Increase Digital holdings
- Outreach to Homeschooling Community
- One Book—One Community Event
- 52 Read Challenge

**ENRICH**
- Capital Campaign
- Develop patron enrichment collection
- Increase value of the library
- Increase material spending
- Expand hours at Preakness
- Community Relations Dept.
The Wayne Public Library is a significant and valuable asset to the Township of Wayne. It is not just a building but an inclusive and welcoming focal point that provides a safe environment for all patrons to engage, enrich and empower themselves through not only the resources at the library but with each other in order to help the entire community grow and prosper. Therefore it is the goal of the Wayne Public Library’s 2017-2020 Strategic Plan to work with and for our patrons to find the ways and means to engage, enrich and empower them.

**Engage** – to make deeper connections in the community and to celebrate the library’s contribution to the community.

- **Technology**
  - Adult Learning on a cost recovery basis
  - Computer classes
  - Tech classes
  - Invest in new technology equipment
  - develop core technology competencies for each staffing level

- **Staff**
  - Develop a staff prepared for the future
  - improve patron’s library experience by developing the staff’s leadership and technology skills

- **Partner with Neighbors Helping Neighbors**
  - provide training classes on resume writing
  - provide computers that allow job seekers to refresh computer skills
  - provide assistance with on line job searching

- **ESL Program**
  - Continue to provide ESL classes
  - Develop an informational collection of interest to ESL students

- **Restructure library programming**
  - Offer Sunday afternoon programs September through May
  - Offer at least one musical program per month
  - Partner with WPU Music Department
  - Have a monthly program for special needs patrons

- **Assessment of Resources**
  - Hire an architect for the Main Library
  - Plan to repurpose the library
    - Additional study rooms
    - New furniture
    - Cafe
    - Makers space
Upgrade meeting rooms
- Chairs
- Tables
- Easels
- Equipment for meeting room B

**Enrich** – position the Library for fiscal health and to be an engine of economic growth for the community.
Work with the Foundation to create a Capital Campaign
- Long range financial projects for the library

Develop a patron enrichment collection
- Provide museum passes for patrons to check out
- Montclair Art Museum
- Children’s Science Museum
- Battleship New Jersey
- Intrepid Museum
- Partner with Laurelwood Arboretum
  - Ask their master gardeners to revitalize the outside of the libraries
  - Sponsor ask a master gardener events at the library
- Develop an author in residence collection of local authors
  - Have local authors donate copies of their books for the collection
  - Have local authors provide writer workshops

Work to increase the value of the library with elected Officials
- Create patron impact video
- Prepare user impact elevator speeches
- Create welcome packets about the library for companies and officials

Increase the spending for library materials
- Insure that the materials budget is at least $300,000 by FY 2019
- Insure that the materials budget increases by at least 15% each year

Expand the hours of operation at Preakness (make the branch a truly viable library)
- Increase staff
  - Hire 3-15 hour a week Jr. Library Assistants
  - Hire a part time Children’s Principal Library Assistant 15 hours per week
  - Offer Children’s programs
- Ensure library is open at least 2 evenings a week and every morning at 10 AM

Hire a Community Relations person
- Launch a “The Library has that” campaign
• Handles all the media for the library
• Handles all programming requests
• Creates and updates all library handouts

**Empower** – to have the library be seen as an educational resource and invaluable community asset.

• Work with the Wayne Board of Education on “Your Tool for School – Wayne Public Library Card” campaign
• First year library card drive for K-2 graders
  Each additional year Kindergarteners
  Goal 100% participation
• Outreach to the schools

Promote the 1,000 Books before Kindergarten campaign

Promote the electronic use library card – great for busy commuters

Increase the digital collection

• Create Advantage Collection in Overdrive
• Promote the on-line library card option to commuters

We are your school library promotion with Homeschooling community

• Develop classes that highlight what the library has electronically and how to use them
• Offer once a quarter programs for homeschoolers

**One Book – One Community Event**

• Select 5 titles for the community to vote on to be the book read
• Special kickoff event involving all the officials
• Ask the businesses to sponsor
• Partner with the schools

**52 Read Challenge Contest**

• For Adult readers
• They register December through January and read 52 books in one year

**Strategic Plan Committee:**

Catherine Herman, Wayne Public Library Board of Trustees
Roberta Loniewski, Wayne Public Library Board of Trustees
David Varano, Wayne Public Library Board of Trustees
Lisa Jorgensen, Principal Library Assistant
Karen Sharp, Senior Librarian
Jody Treadway, Director

Approved by the Wayne Public Library Board of Trustees who are committed to working towards and to achieving the goals put forth in this Strategic Plan on: June 13, 2017