



Cherry Hill Public Library

Strategic Directions 2020 - 2023



SUPPORT A PASSION FOR READING AND LIFELONG LEARNING

Focus on early literacy, school readiness, and school curriculum support

Support readers with print, audiobook, and digital formats

Curate collections for all ages selected by professional librarians

Promote diverse authors (ex: people of color, LGBTQ+ {lesbian, gay, bi, transgender, questioning})

Coordinate Summer Reading Programs and events

CREATE A CULTURE OF INNOVATION AND CREATIVITY

Encourage professional development and foster a positive staff culture

Highlight STEAM (Science, Technology, Engineering, Art, and Mathematics) collections and maker programs

Circulate non-traditional items such as GoPro cameras, WiFi hotspots, American Girl Dolls, and museum passes

Enhance our website, our 24 hour virtual branch, with access to research databases and streaming materials

Offer technology classes and one-on-one training on demand

BE THE PLACE FOR DYNAMIC PROGRAMS AND SERVICES FOR ALL AGES

Host cultural programming for all ages and ESL (English as a Second Language) classes and collections

For Children: Story Times, cooking programs, literacy programs, World Explorers bilingual programs

For Teens/Tweens: College Prep, Anime club, life skills, volunteer opportunities

For Adults: computer classes, book clubs, movie series, author visits, local history, music and arts

For Underserved Communities: special needs, services for new immigrants, bilingual programs, LGBTQ+ community

BE A VISIBLE AND ENGAGED PRESENCE IN THE COMMUNITY

Continue outreach to schools and Cherry Hill Township events

Strengthen partnerships with organizations, small businesses, Cherry Hill township, Friends of the Cherry Hill Public Library

Pursue sponsorships, hold fundraisers, and apply for grant opportunities

Increase public awareness of services, collections, and programs

Host collection drives for community needs

Increase the number of library card holders and circulation of items

Ensure good customer service and staff competence from all library staff