MONROE TOWNSHIP LIBRARY

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STRATEGIC PLAN

2027–2030



OUR PROCESS

The Monroe Township Public Library's 2027–2030 Strategic Plan builds upon the comprehensive planning process completed for the 2022–2025 Strategic Plan. In 2022, Library Crossroads Consultants conducted an in-depth analysis of our community using quantitative data resources, including the U.S. Census and the New Jersey School Performance Report to identify community demographics, trends and emerging needs.

To better understand the concerns, attitudes, opinions, challenges, experiences & needs of Monroe Township residents, the consultants developed and distributed a community-wide survey which was sent via the library's email newsletter, social media channels and local media outlets. Printed surveys were also made available at Town Hall, the Senior Center, the Community Center and numerous assisted living facilities to ensure inclusive responses from the entire community.

The information gathering phase also featured a staff survey to solicit input from library employees and determine additional opportunities for strategic growth. Consultants led a series of focus groups to further explore themes identified in the survey and to obtain more detailed feedback from key stakeholders in the Township. These focus groups included conversations with working adults, teens, parents of young children, and members of various community organizations.

Following the research phase, Library Crossroads Consultants worked with the Strategic Planning Committee to determine the overarching mission and vision for the strategic plan.

As planning began for the 2027–2030 Strategic Plan, Library staff reviewed the data and community feedback gathered during the previous planning process. Because Monroe Township has experienced no significant demographic or community changes since that analysis was completed, the Strategic Planning Committee, composed of Library leadership, determined that the existing data continues to reflect the needs and priorities of the community.

Rather than repeating the research process, the Library focused on evaluating the progress made under the previous Strategic Plan. Key staff reviewed each goal and objective and removed those that had been completed or were no longer relevant to the Library and updated priorities to reflect current Library services, emerging trends and organizational needs. This process ensures that the 2027–2030 Strategic Plan remains grounded in community-driven data while positioning the Monroe Township Public Library to meet future needs.

VISION & MISSION

VISION

The Monroe Township Library:
Encouraging limitless discovery.

MISSION

The Monroe Township Library inspires vibrant and inclusive experiences, igniting the spark for lifelong learning.



GOALS & OBJECTIVES

GOAL 1: Community

Embrace the library's role as a community builder

Objectives:

- Plan events and programs that embrace and reflect the community's diverse needs
- Ensure the library is a welcoming space for all
- Identify and address factors that may limit participation in library services

GOAL 2: Connections

Build connections by strengthening and sustaining relationships with groups and local organizations

Objectives:

- Strengthen partnerships with the municipality, schools and community organizations to support shared community goals and initiatives
- Prioritize exceptional customer service to foster meaningful connections and strengthen the library's relationship with the community
- Expand and diversify programs and services to foster connections and meet the interests and needs of community members of all ages

GOAL 3: Creating

Create an environment that continues to inspire innovation and growth

Objectives:

- Ensure that the library's facility and technology remain state of the art and capable of supporting the library's current and future goals
- Expand the library's digital and physical collection to address usage trends and meet community needs

GOAL 4: Discovery & Learning

Foster a culture of curiosity, exploration and lifelong learning for all.

Objectives:

- Strengthen staff knowledge and expertise through ongoing professional development to ensure the library remains responsive to the evolving needs, interests and expectations of the community
- Deliver innovative, engaging and responsive programs that reflect emerging trends, encourage creativity and provide meaningful opportunities for lifelong learning.
- Connect individuals of all ages with knowledgeable guidance, diverse resources and opportunities that inspire discovery and exploration