

# BLOOMFIELD PUBLIC LIBRARY LONG RANGE PLAN

## Summary

The three year period for the Bloomfield Public Library Long Range Plan will be From January 1<sup>st</sup>, 2026 through December 31<sup>st</sup>, 2028. The plan focuses on professional growth, library visibility, accessibility, and community problem-solving through forward-thinking and innovative ways for the library to serve the community.

## Mission, Vision, and Values

- It is the mission of the Bloomfield Public Library to be a welcoming and accessible environment for the community to gather, learn, and ignite curiosity.
- It is the vision of the Bloomfield Public Library to be a robust and inclusive center for the community.
- The core values of Bloomfield Public Library are Access, Empowerment, and Collaboration.

## Goals and Objectives



### Professional Development

Enhance library staff's competency in cultural sensitivity, customer service, leadership, and active communication, to create a confident, empathetic team.



### Marketing Assessment & Review

Review marketing & community outreach efforts and implement new strategies to enhance the visibility of The Bloomfield Public Library.



### Increase Accessibility

Enhance the flexibility of the library space to meet the changing needs of the community, ensuring it is updated and accessible for all .



### Community Collaboration

Create a space of community connection and problem-solving discourse in addition to strengthening the ties with community partners.

# BLOOMFIELD PUBLIC LIBRARY LONG RANGE PLAN

## Goal 1: Professional Development

Enhance library staff's competency in cultural sensitivity, customer service, leadership, and active communication, to create a confident, empathetic team.



### Project Leaders

Primary: Library Director  
Collaborators: Library Staff  
Oversight: Board of Trustees

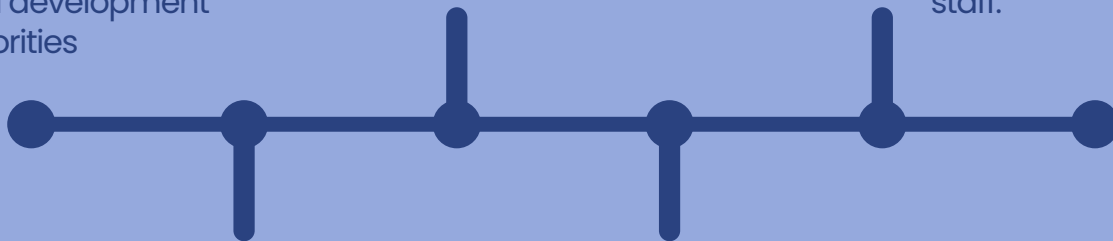
### Mission Impact

Strengthens BPL's welcoming environment and empower staff to deliver high-quality services.

By March 1st of 2026, the Library Director will have all staff complete a survey on professional development priorities

From July 2026 through June 2027, library staff complete assigned trainings, including, but not limited to workshops, seminars, and in-library sessions.

By November 2028, the Board of Trustees and the Library Director will organize a community focus group and administer staff surveys to evaluate the impact of increased professional development among library staff.



By July 1st, 2026, the Library Director will create an annual training schedule that incorporates OWWL system requirements, NYS Minimum Standards, and individual staff development plans.

By July 2027, the Personnel Committee of the Board of Trustees and the Library Director will conduct a mid-year check-in with all library staff, and suggest changes to the professional development schedule if needed.

### Quantitative Measurement:

Achieve 90% completion by all staff of their individual professional development plans.

### Qualitative Measurement:

Integrate an annual peer-led staff development event where staff share best practices learned from their professional development experiences throughout the year.

# BLOOMFIELD PUBLIC LIBRARY LONG RANGE PLAN

## Goal 2: Marketing Assessment & Review

Review marketing and community outreach efforts and implement new strategies to enhance the visibility of Bloomfield Public Library.



### Project Leaders

Primary: Library Director  
Collaborators: Community Leaders  
Oversight: Board of Trustees

### Mission Impact

Elevate BPL as an accessible environment where services encourage patrons to be curious, grow, and learn.

By July 1st 2027, the Planning Committee of the Board of Trustees creates a comprehensive marketing plan to advance the usage of library services. This will include an established annual outreach and program standard that utilizes at least 1 new marketing tactic annually.

During the period of July-December 2028, the board will review plan effectiveness by conducting a review of collected data over three years from cardholder metrics, program participation, and social media and website utilization.

The Planning Committee and Library Director will conduct an assessment of current marketing strategies, and deficits in utilization of library assets and services. Examine cardholder metrics, existing community feedback, and program participation by December 2026.

From July 2027 to June 2028 the Library Director and staff will implement initiatives defined in the marketing plan, monitor and track participation in library services, and conduct surveys after programs.

**Quantitative Measurement:** Achieve a 10% increase in cardholders and increase program participation by 15%.

**Qualitative Measurement:** Conduct a final program audit to evaluate the effectiveness of the library in terms of its mission, vision, and core values.

# BLOOMFIELD PUBLIC LIBRARY LONG RANGE PLAN

## Goal 3: Increase Accessibility

Enhance the flexibility of the library space to meet the changing needs of the community that is updated and accessible for all.



### Project Leaders

Primary: Library Director  
Collaborators: Design Consultants  
Oversight: Board of Trustees

### Mission Impact

Creates a space that is aligned with the mission, vision and values and incorporates community feedback.

In the spring of 2027, The library director and finance committee will explore alternative funding sources, including construction aid, to limit the project impact on the budget .

The library director and staff will prepare the community through newsletters and verbal communication for the upcoming project, as well as prepare the library space for the project during the 2028 calendar year.

During 2026, the facilities committee will connect with other libraries about physical redesign projects, meet with design specialists, and gather community feedback through surveys and discussion to develop a vision for design.

The Board of Trustees will seek requests for proposals for goods and services for the project and select contractors during the 2028 calendar year.

**Quantitative Measurement:** Create a fully developed project budget, plan, and timeline by the end of 2028.

**Qualitative Measurement:** Gather and consider staff and community input to help shape the project plans.

# BLOOMFIELD PUBLIC LIBRARY LONG RANGE PLAN

## Goal 4: Community Collaboration

Create a space of community connection and problem-solving discourse in addition to strengthening the ties with community partners.



### Project Leaders

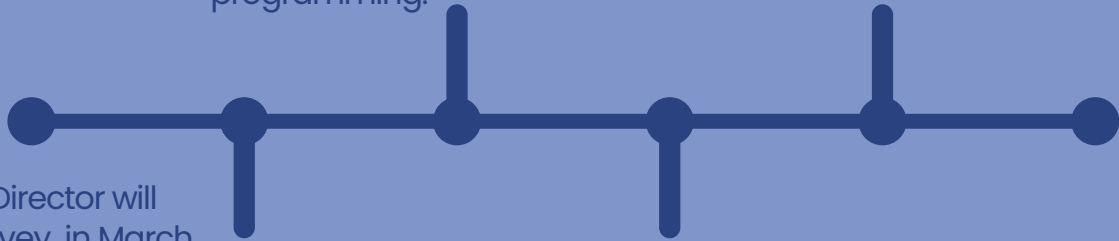
Primary: Library Director  
Collaborators: Library Staff,  
Community Organizations  
Oversight: Board of Trustees

### Mission Impact

By establishing a standard for community outreach and connection, the library will be an active pillar of the community.

During the remainder of 2026, trustees will work with the library director to establish 3 goals that reflect the community's interests and facilitate problem-solving discourse through library programming.

The library staff, with the Library Director, will develop a community collaboration tool-kit, to include program standards to reach underserved audiences, which will be presented to the Board of Trustees and scheduled for implementation in 2028.



The Library Director will distribute a survey in March of 2026, community partners leaders, and patrons, to determine areas for growth in library services, as well as potential collaborations.

Library staff will conduct surveys after program completion to measure success throughout the 2026-2027 calendar years.

### Quantitative Measurement:

Establish an annual calendar of community collaboration standards that reflects a 10% increase in outreach initiatives and events.

### Qualitative Measurement:

Conduct surveys at the start and end of the 3 year period to gauge the library's role in the community. Develop a tool-kit to grow community collaborations.