

# NEW BEDFORD FREE PUBLIC LIBRARY

STRATEGIC PLAN FY2018 - FY2022



## PURPOSE OF THE STRATEGIC PLAN

The New Bedford Free Public Library provides a strong mission and vision for the next five years and beyond. The Strategic Plan outlines the Library's strategic direction to meet the needs of a 21st-century library. There is a strong focus on community space, technology, partnerships, education and literacy. These priorities set the framework for offering free and accessible collections, programs and services, to better serve the New Bedford community.

## MISSION

The New Bedford Free Public Library, through free and equal access to materials, information, knowledge and technology, enriches the lives of the community by cultivating lifelong learners and readers.

## VISION

To be New Bedford's primary place to go for materials, information and educational support for all ages, learn about each other in a safe and welcoming environment, preserve local history, art and special collections for increased access, and build an engaged and connected community..

## STRATEGIC GOALS

- Create Opportunities to Stimulate Imagination & Creativity
- Be a Lead Provider to Information & Access to Technology
- Build Strategic Partnerships and Strengthen Community Engagement
- Invest Library Resources to Support Youth and Families
- Be a Community of Readers



# MORE THAN BOOKS



## PLANNING PROCESS

We are pleased to present the New Bedford Free Public Library Strategic Plan, FY18-FY22. The Library's Plan reflects 21st-century strategies focusing on key areas such as early literacy, reading, education, lifelong learning, and as a community center for equal access to print and digital information. Access to information and knowledge is even more critical today than ever before, especially for those who do not understand or have access to technology. This plan will serve as our guide over the next five years to ensure the library continues to thrive.

Throughout this process, we learned how critical each library branch is to their community and neighborhood. The information gathered at each branch as well as the main library inspired us to develop programs and services that best meet the needs of each community. We also learned how important access to the Library's special collections, art and local history is to not only the people of New Bedford, but to researchers and scholars across the nation and around the globe.

— Olivia Melo, Library Director



## STRATEGIC FOCUS

- CREATIVITY & DISCOVERY
- TECHNOLOGY
- YOUTH & FAMILIES
- READING & LITERACY
- EDUCATION
- COMMUNITY ENGAGEMENT
- PROMOTION OF LIBRARY

## LIBRARY STATISTICS

- Total holdings 380,915
- Annual circulation of print materials 264,252
- Downloadable circulation 15,623
- Items loaned to other libraries 46,465
- Items borrowed from other libraries 59,386
- Total visitors 248,585
- Total number of registered borrowers 51,667

## OTHER LOCATIONS

Casa da Saudade Library  
Lawler Library  
Wilks Library  
Howland – Green Library  
Bookmobile

Main Library - 613 Pleasant Street - New Bedford, MA 02740 - (508) 991-6275

<http://www.newbedford-ma.gov/library/>