



Marie Fleche Memorial Library

Berlin Borough, New Jersey

Strategic Plan 2024-2027

Connecting People, Ideas and Community for Success

Marie Fleche Memorial Library (MFML) hears you.

We began our recent planning project to guide the library's growth, allocate its resources, and shape our thinking about the future.

Information from Berlin residents, library staff, Trustees and Friends of the Library, helped to inform our revised strategic plan. All agree that Marie Fleche Memorial Library has a central role to play in our community. The library can become an even more vibrant gathering spot offering accessible community spaces, programs that appeal to people of all ages, and resources that can help everyone succeed.

Our new strategic plan — *Connecting People, Ideas and Community for Success* — reflects our thoughts about how to position the library for the future. The plan provides strategies for how the library can implement its commitment to providing services, improved facility, resources and staff to serve all residents.



We learned from residents when we asked for suggestions and ideas in an online and print survey. We reviewed thousands of data points to develop our new goals.



Our Mission

Marie Fleche Memorial Library, the center of our community's life, provides resources, programs, facilities and staff to educate, entertain, enrich and inform the entire community.

○ Goal One

Marie Fleche Memorial Library is the community's destination for all ages.

Provide a variety of programs to attract people to the library – to enjoy a concert or lecture, meet an author, and engage in discussions around an issue of importance to the community.

- A. Continue to rethink library space and staffing to meet community needs and interests.
- B. Provide popular materials and a targeted selection of programs and services to meet the needs of all residents.
- C. Increase community awareness of the library and resources



○ Goal Two

Marie Fleche Memorial Library is the community's partner for life.

Continue to align the library's resources and collections to the interests of the Berlin Borough community. Accomplish this synergy through a renewed campaign to "engage" every community organization and group in a dialogue with the library. Similarly, through a renewed focus on developing library advocates, including the Friends/Volunteer group.

- A. Establish Marie Fleche Memorial Library as the community's preferred destination for learning, enrichment, and entertainment.
- B. Increase the number of library advocates

○ Goal Three

Marie Fleche Memorial Library is the community's center for technology and digital literacy.

The world is growing smaller and is only a click away. Marie Fleche Memorial Library will be the "go-to" place where everyone finds useful technology, assistance and tech instruction and is instrumental in closing the digital divide.

- A. Provide easy access to digital and tech resources and services that enable everyone to participate in the digital world
- B. Establish a technology team to lead and manage Marie Fleche Memorial Library's technology, digital infrastructure and public services

