

2026-2028

ROADMAP

A NEW APPROACH TO STRATEGIC PLANNING

→ Why a roadmap?

A roadmap outlines an organization's long-term goals and key priorities but can allow greater flexibility than a traditional strategic plan, acknowledging that an organization may need to pivot and find alternate routes to reach the final destination. Annual implementation plans will determine how to achieve our priorities and will hold WPL accountable.

→ How will it be used?

The road map will communicate our priorities with residents, employees, and other stakeholders so that everyone knows the final destination. It will serve as a blueprint for WPL's future, guiding our decisions and resource allocation. We will create an annual project plan to accomplish relevant priorities, and ensure we reach our destinations.

→ Where did it come from?

This document was the result of extensive collaboration between the library's Board of Trustees, administrators, and consultants. Input was solicited from residents, library staff and volunteers, and Township officials to develop each and every destination along the WPL road map.



DESTINATIONS

This roadmap will guide the future direction of the Woodbridge Public Library. The destinations and priorities are based on feedback from Woodbridge residents, Town officials, library employees, and other stakeholders.



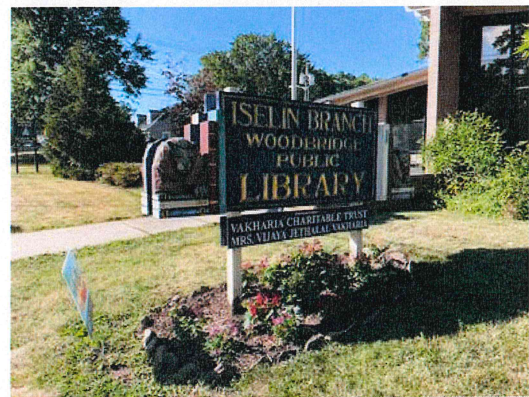
PRIORITIES

SPACES

Create welcoming and engaging spaces for all.

Priorities

- Create a **staged improvement plan** for the Main Library, including exterior improvements, by strategically defining space needs and how best to meet them.
- Improve security of buildings and parking lots.
- Develop a consistent and cohesive system wide **signage** project for all locations.
- Enhance library **design** so that it influences increased literacy for children.
- Create, with input from branch managers, detailed annual **maintenance/update plans** for each branch with timelines.



LITERACY

Champion literacy across the community.

Priorities

- **Refine** ESL classes, conversation groups, and print and online resources to meet community needs.
- Develop a plan to **expand** early childhood literacy programming, including promotion of *1,000 Books Before Kindergarten*, and *500 Books Before Middle School*.
- Develop literacy resource lists for **developing readers** and make them accessible to the public.
- Build upon the relationship with the **Woodbridge Township School District**, including potential use of student IDs as public library cards.

PEOPLE

Prioritize staff recruitment, development, and support.

Priorities

- Explore software solutions that **enhance communication**, including the ability to share branch and library-wide schedules and collaborate on projects.
- Review organizational structure, staffing levels, and job responsibilities to increase coverage **flexibility**, maximize individual skills, and provide opportunities for **growth**.
- Continue to invest in staff retention and development by **prioritizing** training, recognition, and professional development opportunities.

COMMUNITY

Respond to changing community needs & interests.

Priorities

- Develop programs and resources to support **small and home-based business** owners.
- Create an outreach plan to connect **new residents** to the library.
- Review **home delivery** and **remote services**, and promotion of these services, to address transportation and accessibility challenges, including communities without a library branch.
- Create opportunities for connecting employers and **upskilling opportunities** with job seekers and the underemployed.
- Review current library policies to ensure that there are **no barriers** to library usage.
- Support Townships' calendar of cultural celebrations with programming for all ages that is **inclusive** of all that reside in Woodbridge.



EDUCATION

The library is a central source of lifelong learning opportunities for its residents.

Priorities

- Create a plan for **expanding STEM** and craft programming for all ages. Explore opportunities such as a makerspace and/or Library of Things, and programming around new technologies such as Artificial Intelligence (AI).
- Expand **evening** and **weekend** programs to allow working parents additional opportunities to access library programming.
- Expand services that bring **teens** together for social and emotional growth.
- Continue to provide **online learning resources** for all ages, including language learning, professional skills, and support for small and home-based businesses.
- Collect and **analyze feedback** from program attendees to determine future programming priorities.
- Develop programs around **digital literacy**, including using all types of online and digital tools responsibly.

PUBLICITY

Improve marketing and communication with residents and other stakeholders.

Priorities

- Review all print and digital marketing efforts, and consider how to best highlight library **activities** and **performance**, with consideration to annual reports, email newsletters, social media, and marketing tools like Canva Design and Library Aware.
- Increase staff **engagement** in outreach efforts.
- Create a system of library performance measures (i.e. PLA's Data Tools) to evaluate the **library's impact** in the community.



FISCAL STRENGTH

Focus on the current and future strength of WPL.

Priorities

- Increase strength of the library foundation to **increase funding**, including the recruitment of potential board members.
- Fiscally **streamline** services and expenses to provide additional funding for capital, programming, technology, and staff investment.
- Support Friends of WPL efforts to **grow membership** and introduce new fundraising opportunities.
- Develop grant applications and grant writing opportunities for the organization, including potential application partnerships with the Township.

TECHNOLOGY

Increase value as a technology resource for the community.

Priorities

- Implement new **Technology Plan**.
- Ensure staff have equipment, software, and the tools they need to best serve the public.
- Adopt technology that improves **accessibility** to create better library experiences.

Woodbridge Public Library

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