

HOBOKEN PUBLIC LIBRARY

Strategic Plan

2023-
2026





Why?

Hoboken Public Library aims to become a major contributor to the quality of life for all Hoboken residents. We have created a three-year strategic plan to help guide us in realizing this vision and position us at the forefront of our community.

How?

A strategic planning committee comprised of members of the library board of trustees, staff leadership, and community leaders was formed in June 2022 to develop a three-year strategic plan for Hoboken Public Library. MJ Gómez Associates LLC, a consulting firm that works with libraries and nonprofit organizations, was selected to support the process.

As part of the strategic planning process we learned about needs of the community, learned more about the issues impacting the quality of life for Hoboken residents, examined library operations, and worked together with our consultants to develop a set of goals and strategic directions for the next three years. This was truly an inclusive effort! Our consultants spoke to 24 stakeholders, conducted seven focus groups, and analyzed the results of a community survey that was completed by over 800 Hoboken residents. Finally, we developed five goals with a set of recommended activities that will help us strengthen our role as the hub for all Hoboken residents.

Strategic Plan Steering Committee

- Jerome Abernathy, Hoboken Public Library
- Nora Martinez DeBenedetto, City of Hoboken
- Robert Foster, Hoboken Historical Museum
- Jason Freeman, City of Hoboken
- Carolyn Hartwick, Hoboken Public Library
- Jennie Pu, Hoboken Public Library
- James Runkle, Hoboken Business Alliance
- Ana Sanchez, Ana Sanchez Architects

Hoboken Public Library – Stakeholder Interview Participants

- Jerome Abernathy, President, Board of Trustees
- Amanda Blaney, Hoboken Public Library Board of Trustees and Director, Friends & Foundation
- Jennifer Evans, (former) Hoboken Public School District Representative to Library Board of Trustees
- Nora Martinez DeBenedetto, Coordinator of Constituent Services, City of Hoboken
- Robert Foster, Director, Hoboken Historical Museum
- Jason Freeman, Business Administrator, City of Hoboken, Mayor's Representative to the Library Board of Trustees
- Dr. Christine Johnson, Superintendent, Hoboken Public School District
- Susan Murcko, Hoboken Public Library Board of Trustees
- Ana Sanchez, (former member) Hoboken Public Library Board of Trustees
- JoAnn Serrano, Hoboken Public Library Board of Trustees and Treasurer-Elect, Friends & Foundation
- Jack Silbert, Hoboken Public Library Board of Trustees
- James Sproule, Community Impact Director, Hoboken Grace

Vision:

Community Hub for All Hoboken
Residents

Mission:

The Hoboken Public Library connects
people with each other, ideas, and
opportunities to support lifelong learning,
personal growth, and community
development.



OUR 2023-2026 GOALS

01

Partnerships & Community Relationships

Goal: Enhance partnerships to position HPL as the community hub for all Hoboken residents.

02

Library Service to the Hoboken Community

Goal: Improve efficiencies in the delivery of library services and establish sustainable and impactful programs, services, and collections tailored to meet community needs.

03

Capital Improvements/Facilities

Goal: Create safe, accessible, and inviting library spaces for all.

04

Organizational Capacity

Goal: Build a highly effective, mission-driven organizational culture that works together to transform HPL into a successful and user-centered urban library.

05

Local Government Relations

Goal: Connect HPL to the City of Hoboken's strategic priorities.

OUR GOALS & TARGET OBJECTIVES FOR 2023-2026

GOAL 1: ENHANCE PARTNERSHIPS TO POSITION HPL AS THE COMMUNITY HUB FOR ALL HOBOKEN RESIDENTS.

- **Target Objective 1:** Schools - Strengthen policy and programmatic relationships with Hoboken public and private schools and other education-based organizations.
- **Target Objective 2:** Hoboken Housing Authority - Improve overall library services and programs to residents living in HHA with particular emphasis on service to youth.
- **Target Objective 3:** Friends & Foundation – Support capacity-building and effectiveness efforts of the HPL Friends & Foundation for fundraising, advocacy, and library promotion.
- **Target Objective 4:** Business Community – Strengthen library outreach to the Hoboken-based business community to explore the creation of activities/partnerships to support the information needs of Hoboken-based businesses.
- **Target Objective 5:** Local Nonprofits - Recruit key local Hoboken nonprofits to help HPL achieve its strategic objectives.

GOAL 2: IMPROVE EFFICIENCIES IN THE DELIVERY OF LIBRARY SERVICES AND ESTABLISH SUSTAINABLE AND IMPACTFUL PROGRAMS, SERVICES, AND COLLECTIONS TAILORED TO MEET COMMUNITY NEEDS.

- **Target Objective 6:** Programs – Develop and implement an internal formal process for coordinating the creation, implementation, and evaluation of all in-person and virtual library programs.
- **Target Objective 7:** Collections, Processing and Accessibility- Speed access to library materials by streamlining the materials selection, acquisition, and access service processes offered by key vendors.

- **Target Objective 8:** Collections: Formats and Subjects - Expand promotion of and access to eBooks, audiobooks, online magazines, databases, borrowable hardware, and other patron-facing technology.
- **Target Objective 9:** Services – Re-imagine how the library serves Hoboken residents.

GOAL 3: CREATE SAFE, ACCESSIBLE, AND INVITING LIBRARY SPACES FOR ALL.

- **Target Objective 10:** Improve building use and advance capital improvements.

GOAL 4: BUILD A HIGHLY EFFECTIVE, MISSION-DRIVEN ORGANIZATIONAL CULTURE THAT WORKS TOGETHER TO TRANSFORM HPL INTO A SUCCESSFUL AND USER-CENTERED URBAN LIBRARY.

- **Target Objective 11:** Create a culture of assessment, service improvement, and operational decision-making.

GOAL 5: CONNECT HPL TO THE CITY OF HOBOKEN'S STRATEGIC PRIORITIES.

- **Target Objective 12:** Promote the library's value as a partner on issues impacting city residents by gaining a “seat at the municipal table” on policies, initiatives, and projects that improve the quality of life for Hoboken residents.

