



BPL Strategic Plan

Summer 2021-2025

Mission Statement

Bloomfield Public Library (BPL) aims to provide all members of our diverse community with access to comprehensive services, expansive print and electronic resources, technology, and expert assistance from a caring and responsive staff. By breaking down barriers to access and opening doors to opportunity, building community, and encouraging lifelong learning, BPL works to improve the quality of life for all of our residents and strives to be the heart of our town.

About the Library

Bloomfield Public Library features three locations:

- **Prosser Library**, located at 1 Tunxis Avenue, across the street from Town Hall, at the intersection of five avenues.
- **McMahon Wintonbury Library**, located at 1015 Blue Hills Avenue in the highly trafficked eastern side of town, including the densely populated Blue Hills neighborhood.
- **BPL Online** at bplct.org features 24/7 access to information and resources and includes our suite of online resources and social media content.

Library Values and Literacies of Focus

Bloomfield Public Library values the right of every citizen to have equal opportunity to achieve personal success. We are committed to leading with empathy and improving the quality of life in our community, with a focus on access and education in the following areas:

- Technology access and training
- Social justice and cultural competency
- Lifelong learning (from birth to seniors): reading, writing, early and basic literacy, finance, and health

See also: [BPL Social Justice Mission Statement](#); [ALA Core Values of Librarianship](#); [Library Bill of Rights](#); [CT State Library's Seven Literacies](#)

Community Description

Bloomfield has a population of 21,211 and covers 26 square miles. The community features a blend of working families and a large retired population. Demographically, 57.6% of residents are Black or African American, 36% of residents are white, 8.2% of residents are Hispanic or Latino and 29% of Bloomfield households (2,498 of 8,613 households) meet the ALICE (Asset Limited, Income Constrained, Employed) threshold, meaning that the household earns more than the Federal Poverty Level, but less than the basic cost of living for the area. (Sources: [U.S. Census](#), [CT United Way](#))



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Goal 1: One Library Card, Endless Possibilities

Library cards are free! Bloomfield residents of all ages from birth are eligible for a library card, yet only 33% of Bloomfield residents have one.

- Increase the number of residents with a library card.
- Expand the potential of a library card.
- Spread the word! You can use your library card in any public library in Connecticut.

Goal 2: A Library for Everyone

Focus on excellence across the three locations serving all ages.

- Identify and address barriers to access with a specific focus on diversity, equity, inclusion and social justice.
- Modernize library facilities to be ADA compliant and responsive to community needs.
- Design and execute Fine Free Campaign

Goal 3: We're Here for You!

Ensure positive patron experience through a responsive service model and empathetic staff, with access to collections, technology, and equipment.

- Connect people with what they need through excellent customer service.
- Improve the user experience in-person and via BPL Online, with additional emphasis on technology access and education.
- Provide ongoing professional development opportunities for staff in order to implement and maintain up-to-date services reflective of community interests and needs.

Goal 4: Community + Library = A Better Bloomfield

Be the place, virtually and in-person, for people to meet, learn, and connect.

- Provide relevant, diverse, and responsive programming for all age groups and communities.
- Foster community partnerships.
- Improve and promote BPL Online library, which is always open — read, watch, listen, research!