Our vision is to be the center of lifelong learning and culture in our community

Easttown Library’s mission is to provide reading and learning opportunities, while supporting economic and cultural engagement for our community in a manner that supports evolving needs.

Goal 1. BE A COMMUNITY CENTER

Objective 1.1. – Provide a welcoming environment for all users

Action Plans

- Evaluate the usefulness of existing library space and enhance when possible.
- Maintain the grounds for safety, beauty and energy efficiency.
- Employ merchandising techniques to display materials.
- Continue to meet customer needs for meeting rooms and other amenities.

Objective 1.2 Provide an array of services to meet the needs of the community.

Action Plans

- Provide meeting spaces for use by individuals and groups of all sizes.
- Provide fax, copying, proctoring, Passport and notary services.
- Regularly maintain the library’s website with links to 24/7 resources.
- Investigate new services that may be of value to members of the community.
- Host wellness activities for the education and health of our customers.

Objective 1.3 Evaluate and support the accessibility of the library for all users.

Action Plans

- Partner with local organizations to ensure that customers without transportation can access the library resources.

Goal 2. ADVANCE LITERACY AND THE LOVE OF READING AND LEARNING

Objective 2.1 – Offer diverse programs that encourage literacy, educate, and entertain people of all ages and backgrounds.

Action Plans

- Provide pre- and early literacy training for children throughout the year.
- Offer fun and educational events for elementary school-age youth.
- Offer an annual summer reading program.
- Provide English language learning classes.
- Foster educational outreach partnerships with local schools and other community organizations.
• Provide tween/teen programs.
• Offer a diverse array programming for adults.
• Offer hands-on STEAM programming.
• Provide programming for customers with disabilities

Objective 2.2 - Continually improve the currency and relevancy of materials.

Action Plans
• Exceed the state requirement, which states that a minimum of 12% of annual operating expenditures must be used for the purchase of library materials.
• Weed dated, worn, damaged and low-use items from the collection on an ongoing basis.
• Target specific formats and/or subject collections for increased resources.
• Adjust materials acquisitions to best satisfy the subject, genre and format needs of our customers based on regular analysis of use.
• Acquire shared system e-materials through Flipster and Overdrive.
• Explore emerging materials and formats for inclusion in the library offerings.

Goal 3. FOSTER ECONOMIC AND CULTURAL ENGAGEMENT

Objective—Serve the small business and cultural needs of our community

Action Plans
• Offer individual events and themed series of educational and cultural events for adults.
• Offer artistic and performance-based events to entertain and inform our customers.
• Partner with local businesses and organizations to find areas of common interest so that we can better serve our mutual clientele.

Goal 4. OFFER ACCESS TO TECHNOLOGY

Objective—Provide up-to-date technology and training to meet customers’ needs.

Action Plans
• Provide access to computer workstations, laptops and wireless internet services.
• Explore Wi-Fi printing for customers working from personal laptops.
• Offer regular technology training classes and one-on-one training sessions.
• Offer technology, both hardware and software, that is current and provides access to emerging technology.
• Add advanced technology to assist the hearing-impaired in the main meeting room.

Goal 5. FOLLOW SUSTAINABLE FUNDING AND MANAGEMENT PRINCIPLES

Objective 5.1—Maintain a financially sustainable business model

Action Plans
• Develop a balanced operating budget each year.
• Achieve an operating fund balance that as of January 1st will be no less than one month of the budgeted expenses for that year.
• Maintain a comprehensive capital budget that projects capital expenses at least a decade into the future.
• Maintain a Capital Fund that is sufficient to cover ongoing capital needs.
• Maintain a robust development program through the Easttown Library Foundation.
• Continue to work in partnership with the Friends of Easttown Library to raise funds and provide community based activities.
• Continue to build the Endowment Fund
• Pursue grants in support of materials and activities beyond the operational budget

Objective 5.2—Maintain a knowledgeable, helpful and friendly library staff

Action Plans
• Assess staffing levels and assignments regularly to ensure that library employees are deployed appropriately to meet the ongoing needs of our customers and to achieve this strategic plan.
• Continue staff development to ensure excellent customer service.
• Meet, and exceed whenever possible, the minimum training requirements for all staff members.
• Review library procedures regularly to ensure that they are current and meet the needs of library users and our staff.

The Library Board affirms the following core services as critical to fulfilling the library’s mission and will allocate resources accordingly:
• A library building that is a beautiful, comfortable, and well-maintained destination for customers and visitors.
• A knowledgeable, helpful and friendly library staff appropriately trained to facilitate customer use of the library’s resources and facilities.
• A broad selection of materials in a variety of formats for users of all ages.
• Computer technology that includes, but is not limited to, a library website, public computer workstations, free wireless service, and training programs.
• Pre- and early literacy training for ages newborn to elementary school.
• Extensive cultural and educational events for library users of all ages.

Demographic information:

According to American Community Survey Data, the 2016 population estimate of Easttown Township was 10,593 (46.9% male, 53.1% female) The data also shows that according to race, the population was 89.9% white, 1.5% Black or African American, 6.1% Asian. 1.8% two or more races, The data also estimates that 3.1% of the population is Hispanic or Latino of any race. For further demographic information, visit:

https://factfinder.census.gov/faces/tables-services/jsf/pages/productview.xhtml?src=CF