

**EASTTOWN LIBRARY & INFORMATION CENTER
STRATEGIC PLAN
2010-2012**







Mission Statement

The Easttown Library is a community center that advances literacy and the love of reading and learning, and provides information through a variety of formats and technologies.

Goal 1. THE EASTTOWN LIBRARY IS A COMMUNITY CENTER





Objective 1.1 – Provide a welcoming environment for all users.

Action Plans

-  Increase the amount and variety of seating spaces in all areas of the library.
-  Continue staff development.
-  Provide additional seating in outdoor areas of library – outside front door and in courtyard.
-  Conduct a community/consumer survey to identify services and amenities desired.
-  Provide staff nametags.
-  Produce an orientation packet for new users.





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

Action Plans

-  Regularly maintain and enhance the library’s website.
-  Provide fax, copying and notary services.
-  Provide meeting spaces for use by community members, tutors and their students, and organizations.
-  Implement passport services.

Objective 1.3 – Offer programs that educate and entertain people of all ages and backgrounds.







Action Plans

-  Continue children’s programs.
-  Schedule regular educational and cultural programs.
-  Develop series of music programs.
-  Enhance regular teen programs.

Goal 2. THE EASTTOWN LIBRARY ADVANCES LITERACY AND THE LOVE OF READING AND LEARNING






Objective 2.1 - Continually improve the currency and relevancy of materials.

Action Plans

-  Seek to exceed the state requirement, which states that 12% of expenditures must be used for the purchase of library materials.
-  Weed the dated, worn, damaged and low-use items from the collection on an ongoing basis.
-  Annually target specific materials and/or subject collections for increased resources based on a year-end analysis of use.
-  Offer selected foreign language materials.
-  Offer popular materials in a variety of formats.
-  Enhance the availability of materials that are in high demand.




Objective 2.2 – Improve access to library materials

Action Plans

-  Improve customer awareness in relation to accessing library services online.
-  Employ merchandising techniques to display materials.
-  Improve signage to make the library materials easier to locate.
-  Evaluate collection size and the location of materials and make appropriate adjustments.
-  Explore self-checkout technology.




Objective 2.3 – Provide guidance to customers on the content and potential uses of the library’s collection.

Action Plans

-  Increase focus on customer service.
-  Staff information desk as much as possible.
-  Provide tours through the use of volunteers.

Objective 2.4 – Continue literacy programs.




Action Plans

-  Provide story time programs and other programs to develop and maintain reading skills for pre- and early literacy.
-  Offer an annual summer reading program.
-  Facilitate book clubs for adults.

Goal 3. THE EASTTOWN LIBRARY PROVIDES INFORMATION THROUGH A VARIETY OF FORMATS AND TECHNOLOGIES

Objective 3.1 - Provide up-to-date technology and training to meet customers’ needs.

Action Plans

-  Offer technology, both hardware and software, that is current and user friendly.
-  Provide community access to emerging technology.
-  Provide access to computer workstations and wireless internet services.



Continue technology-training classes.

Management and Funding Principles

The Easttown Library will continue to serve the needs and interests of Easttown Township residents while providing responsible stewardship of tax revenues and donor resources.

- 1. The Library Board recognizes 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 a library website, public computer workstations, free wireless service, and training programs.
 - Pre- and early literacy training for ages newborn to elementary school.
- 2. Through the Library Foundation, the library will maintain a robust development program including annual fund and special giving resources.**
- 3. The library will establish a balanced budget each year. The fund balance as of January 1st will be no less than one month of the budgeted expenses for the upcoming year.**
- 4. Library management will conduct ongoing assessments of procedures, staffing, collection development practices and services to meet current Easttown community needs.**
- 5. Library management will enhance the volunteer program to support the library's mission statement.**