

# Easttown Library

## Strategic Plan, 2022-2024

*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.*

### **GOAL 1: A WELCOMING ENVIRONMENT**

#### **Objective 1.1 – Use of physical plant**

##### Action Plans

- Evaluate utilization of library indoor space and grounds and adapt accordingly.
- Maintain a library space and grounds utilization plan, to be reviewed annually.
- Strive to meet customer needs for meeting rooms and other amenities.

#### **Objective 1.2 - An array of services to meet the needs of the community**

##### Action Plans

- Provide meeting spaces for use by individuals and groups of varying sizes.
- Provide fax, copying, test proctoring, passport, notary and other related business services; investigate new services that may be of value to members of the community.
- Maintain and update the library's website and associated social media platforms.
- Host a variety of programs and activities for the benefit of our customers.

#### **Objective 1.3 - Evaluate and support the accessibility of the library for all customers**

##### Action Plans

- Partner with local organizations to ensure that customers without transportation can access the library resources.
- Continue enhancing contactless and off hours service options.

#### **Objective 1.4—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 the objectives of this strategic plan.
- Meet, and exceed whenever possible, the minimum training requirements for all staff members. Continue staff development to ensure excellent customer service.
- Review library procedures regularly to ensure that they are current and meet the needs of our customers and staff.

## **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 a diverse array of fun and educational events, including STEAM programming, for youth, tweens, teens and adults.
- Offer an annual summer reading program.
- Provide English language learning opportunities.
- Foster educational outreach partnerships with local schools and other community organizations.

**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.
- 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 including, but not limited to, Flipster and OverDrive.
- Explore emerging materials, specific formats, and/or subject collections for inclusion in library offerings.
- Solicit input from our customers.

## **GOAL 3: FOSTER CULTURAL & ECONOMIC ENGAGEMENT**

**Objective** - Serve the 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 computers and wireless internet and printing services.
- Offer regular group and individual technology training sessions.

- Maintain hardware and software that is current and provides access to emerging technology; including virtual and/or hybrid meeting capability.
- Regularly review and expand technology and online access to library collections, programs, events, and services that meet the needs of our diverse customer base.

## **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 three years into the future.
- Maintain a capital fund that is sufficient to cover ongoing capital needs.
- Maintain a robust development program, including the Annual Fund, Endowment, and pursuit of grants, through the Easttown Library Foundation.
- Continue to work in partnership with the Friends of Easttown Library to raise funds and provide community focused activities.
- Pursue grants in support of materials, activities, and building enhancements beyond the operational budget.

### ***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 the community.
- A knowledgeable, helpful, and friendly 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 all customers.
- Computer technology that includes, but is not limited to, a library website, public computers, free wireless service, and ongoing, regular training programs.
- A variety of cultural and educational events and programs.

For the most current demographic information visit [data.census.gov](http://data.census.gov); type EASTTOWN TOWNSHIP in the search bar and then select EASTTOWN TOWNSHIP, CHESTER COUNTY, PENNSYLVANIA.