EASTTOWN LIBRARY

Books and Beyond: Strategic Plan 2025-2027

Mission and Vision

Easttown Library's **mission** is to create opportunities to learn, connect, explore, and enrich. Our **vision** is to be the cornerstone of an informed, vibrant, and connected community.

Community Connector

Easttown Library provides opportunities, both in and out of the library, that strengthen community connections.

Goal #1 Foster cultural understanding and knowledge

- Continue offering artistic, performance-based, and cultural events
- Partner with community leaders and organizations to provide programming that reflects a range of viewpoints and backgrounds
- Bring people together for experiences that strengthen our understanding of each other

Goal #2 Increase awareness of offerings through community connections

- Explore opportunities for programs and events that take place outside of the library building
- Strengthen and expand partnerships with local organizations and schools to improve program recognition

Goal #3 Extend library's reach and visibility within the community

- Create a staff position that focuses on marketing and outreach efforts
- Audit current marketing methods to evaluate effectiveness and identify areas for improvement
- Develop and implement a marketing plan that explores new communication strategies and outreach methods
- Tailor messaging to reach people with information that meets their interests
- Encourage users to spread the word about programming, special events, and resources
- Explore use of a mobile library to bring the collection to various community events

Goal #4 Continue serving as a destination for all to gather

- Promote availability of meeting room rentals and study areas
- Regularly provide programming that focuses on social and conversational elements

Literacy Champion

Easttown Library cultivates a lifelong love of reading, learning, curiosity, and exploration through immersive and varied experiences.

Goal #1 Support readers of all ages and abilities with rich and diverse collections

- Adjust materials acquisitions to best satisfy the subject, genre, and format preferences of the community based on regular use analysis
- Identify areas in need of development and acquire materials to fill gaps in the collection
- Encourage circulation by creating engaging displays that promote the collection and connect to current events to increase relevance and interest

Goal #2 Provide programming that resonates with community interests and needs

- Increase program offerings on weekends and evenings
- Expand programming that supports patrons who utilize non-traditional forms of education, including homeschooling
- Provide an exciting and interactive summer reading program
- Incorporate STEAM (Science, Technology, Engineering, Art, and Math) into library programming for all ages
- Partner with schools to align library programming with their curriculum

Goal #3 Promote environmental and health literacy

- Offer eco-friendly workshops and educational lectures on environmental topics, as well as environmentally themed book choices for book clubs
- Promote use of the Library of Things as a way to reduce waste
- Partner with local organizations that promote sustainability and healthy lifestyle initiatives
- Continue offering wellness programs, such as tai chi and chair yoga

Goal #4 Inspire curiosity and promote exploration

- Expand use of current maker space and maker programming
- Maintain and expand a robust Library of Things collection and other non-traditional offerings
- Regularly review and expand maker technology offerings

Exceptional Facility

Easttown Library provides welcoming, beautiful, comfortable, and well-maintained spaces that meet the needs of our community.

Goal #1 Create a physical space that encourages discovery

- Use lower, movable shelving in the "new" materials area to improve sightlines throughout the building and allow flexibility in traffic patterns
- Provide dedicated programming areas that can accommodate large crowds without disrupting regular library use
- Offer flexible meeting spaces with up-to-date technology
- Create an outdoor area for children's play and exploration

Goal #2 Build inviting indoor and outdoor spaces for community gathering

- Increase outdoor seating options
- Build a path from the courtyard to the sidewalk
- Explore the creation of quiet areas for studying and reading
- Explore adding a dedicated teen space that supports both studying and socialization
- Incorporate the needs of disabled individuals in the community

Goal #3 Explore expansion of the building

- Conduct a space needs assessment that incorporates community feedback
- Conduct a feasibility study to gauge project potential
- Commit to sustainable materials and building methods when possible

Accessible to All

Easttown Library respects and supports the diversity of our community.

Goal #1 Provide technology, instruction, and development that meets the needs of our diverse community

- Continue offering technology training that expands equal opportunities
- Maintain hardware and software that is current and provides access to emerging technology
- Regularly review and expand technology and online access to collections, programs, events, and services
- Provide workforce development opportunities through programming and partnerships
- Expand English as a Second Language (ESL) opportunities

Goal #2 Promote informed, active participation in the community and its civic life

- Increase access to local resources and programming to help people stay informed about local and national issues
- Offer materials, programming, and resources that support the development of critical-thinking skills
- Partner with community leaders and organizations to foster education and involvement

Efficient Operations

Easttown Library ensures its long-term health and vibrancy through efficient business practices.

Goal #1 Invest in staffing to provide top-notch service to the community

- Continually assess staffing levels and assignments
- Review and update staff evaluation procedures to incorporate best practices and encourage growth and improvement
- Promote access to continuing education and cross-training opportunities
- Review library procedures to ensure they are up-to-date and aligned with current community needs

Goal #2 Increase capacity to serve the community

- Maintain strong partnership with Easttown Township
- Continue and expand a robust development program, including the Annual Fund and Endowment, through the Easttown Library Foundation
- Preserve partnership with the Friends of Easttown Library to raise funds and provide community-focused events
- Pursue grants in support of materials, activities, and building enhancements beyond the operational budget

Goal #3 Follow efficient business practices

- Manage expenses and revenue to meet a balanced operating budget
- Achieve an operating fund balance equal to at least one month of annual budgeted expenses
- Maintain a capital fund that covers ongoing capital needs

The Library Board of Trustees 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.