

**EASTTOWN LIBRARY & INFORMATION CENTER
STRATEGIC PLAN
2015-2018**

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

Easttown Library's mission is to advance literacy, the love of reading and learning, and economic and cultural engagement through education and access to information.

Goal 1. BEING 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.
- Add amenities for our customers, including coffee/tea service and meeting room enhancements.

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, and notary services.
- Regularly maintain and enhance the library's website with links to 24/7 resources.
- Review/redesign the website to modernize it and make it more user-friendly
- Investigate new services that may be of value to members of the community.
- Annually partner with AARP to provide tax preparation assistance.

Goal 2. ADVANCING 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.
- Expand the offerings of fun and educational events for school-age youth.
- Offer an annual summer reading program.
- Provide English language learning classes.
- Continue fostering educational outreach partnerships with local schools and other institutions.
- Provide tween/teen programs.
- Offer programming for adults in the afternoon.

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

Action Plans

- Seek to 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.
- Annually 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.
- Use library resources for the acquisition of shared System e-materials through Flipster and OverDrive.

Goal 3. FOSTERING ECONOMIC AND CULTURAL ENGAGEMENT

Objective--Serve the small business and cultural needs of our community.

Action Plans

- Expand the offerings of individual events and themed series of educational and cultural events for adults.
- Expand the offerings of artistic and performance-based events to entertain and inform our customers.
- Host wellness activities (e.g., yoga) for the education and health of our customers.
- Partner with local businesses and organizations to find areas of common interest so that we can better serve our mutual clientele.
- Survey local businesses to determine if the library is meeting their needs and address those needs.

Goal 4. OFFERING 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 installing 1-2 Mac workstations and/or laptops.
- Explore Wi-Fi printing for customers working from personal laptops.
- Offer regular technology training classes and one-on-one training sessions.
- Install ceiling-mounted projectors and an improved audio system with podium-based controls in the large meeting rooms.
- Offer technology, both hardware and software, that is current and provides access to emerging technology.

Goal 5. FOLLOWING SUSTAINABLE FUNDING AND MANAGEMENT PRINCIPLES

Objective 5.1—Maintain a financially sustainable business model

Action Plans

- Develop a balanced operating budget each year.
- Achieve annually 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 two decades 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.
- Maintain the volunteer program in support of the library's mission and to further civic and social engagement.

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 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.

Approved: June 17, 2015

Demographic information about Easttown Township is available at the *Demographic Profile of Easttown Township* link on the Board of Trustees page of the library's website.