



Phoenixville  
PUBLIC LIBRARY



2016-2021 STRATEGIC PLAN

# MISSION STATEMENT



Provide access to information and services that address the educational, cultural and recreational needs of the community the library serves.

## Values

**RESPECT:** We are committed through our actions and attitudes to value, support and respect all patrons and staff members.

**INTEGRITY:** We strive to consistently adhere to sound principles and strong interpersonal values by serving the needs and demands of our community with commitment, integrity and excellence.

**STEWARDSHIP:** The PPL is a steward of information for our patrons, businesses and civic organizations, and the surrounding community.

**INTELLECTUAL FREEDOM:** We champion everyone's right to intellectual freedom, the right to receive and impart information and ideas through any media. We ensure open access and equal access to our shared information.

**INNOVATION:** We are constantly exploring new ways to provide services and materials that meet the needs of our community and more effective ways in which to provide these services.

## Service Area

The Phoenixville Public Library serves the residents in the Phoenixville Borough, East Pikeland, Schuylkill and Charlestown Townships. These four service areas have a total population of 37,706. The library also serves the surrounding communities including Montgomery County.

## GOAL: FUNDING

Strengthen public funding and grow private funding to ensure the longevity of the library and its services

Key Objectives	<ul style="list-style-type: none"><li>• Establish a more financially sustainable business model for the library</li><li>• Strengthen and implement role for PPL Foundation and PPL relative to private fundraising</li><li>• Reinvigorate current civic and private foundation relationships</li><li>• Develop new relationships with potential funders</li></ul>
Strategic Initiative	<ul style="list-style-type: none"><li>• Lead local efforts to reduce operational expenses through efficiencies. 01/16, responsibility of the Executive Director</li><li>• Coordinating between PPL Foundation and PPL Board on all facets of fundraising and special events. 01/16-12/21, responsibility of the Executive Director and Development Director</li><li>• Across the board education on the nuances of private fundraising and the establishment of signature events. 01/16-12/21, responsibility of the Development Director</li><li>• Hold cultivation events at least biannually, mail out informational packet about the library and its services (annual report), hold individual meetings with potential civic and private donors. 01/16-12/21, responsibility of the Development Director</li><li>• Resolve working relationships between the PPL Library and the PPL Foundation 01/16, responsibility of the Executive Director and Development Director.</li></ul>
Success Measures	<ul style="list-style-type: none"><li>• % of money saved due to reducing operational expenses through efficiencies</li><li>• # of joint meetings between PPL and PPL Foundation for fundraising purposes</li><li>• Attendance at cultivation and fundraising events</li><li>• # of private meetings held</li><li>• Meeting or exceeding the development department annual budget objective of raising \$147,000 (15/16 budget)</li><li>• Meeting or exceeding the operational revenue budget objective of \$132,900 (15/16 budget)</li></ul>



## GOAL: FUNDING

Strengthen public funding and grow private funding to ensure the longevity of the library and its services

Key Objectives	<ul style="list-style-type: none"><li>• Raise brand awareness, identity and loyalty of the PPL</li><li>• Build capacity for library brand raising, marketing and communication activities</li><li>• Increase communication with current and potential users and donors</li></ul>
Strategic Initiative	<ul style="list-style-type: none"><li>• Develop a communication/outreach plan and calendar for board members, staff, and volunteers to identify and communicate with service organizations, municipalities, PASD, businesses and non-profits to provide a presence at events, responsibility of Executive Director and Development Director.</li><li>• Create an updated, current, user friendly community calendar of events, responsibility of Development Director, Adult and Youth Services Directors.</li><li>• Create a general information packet for current and potential users, responsibility of Executive Director and Development Director.</li><li>• Streamline electronic communication through use of dedicated software (ex. Constant Contact), responsibility of Executive Director, Development Director Adult and Youth Services Directors.</li></ul>
Success Measures	<ul style="list-style-type: none"><li>• Complete the action items and goals set forth in the PPL Marketing Plan. This plan will be reviewed and updated annually, responsibility of Library Trustees, Executive Director and Development Director.</li><li>• These initiatives will begin 1/16 and will be ongoing activities.</li><li>• An increase of print, online and social media coverage</li><li>• Increase # of cardholders and users by 2% for each year of the strategic plan</li><li>• # of events PPL representative attend locally</li><li>• # of people opting in to receive electronic communications</li><li>• Increase # of library hosted events, classes and trainings</li><li>• Increase % of market penetration in target geographical areas using statistics and analytics on demand</li></ul>

## GOAL: TECHNOLOGY

To use forward thinking, accessible, assistive and integrative technology to enable all generations to advance their knowledge and develop their skills.

<b>Key Objectives</b>	<ul style="list-style-type: none"><li>• Improve and increase access to online library information and relevant digital content</li><li>• Provide more meaningful and accessible program experiences</li><li>• Enable community members to employ and develop skills in the creation of digital content</li><li>• Give a customer survey to determine the technological advances our patrons and community feel would be meaningful and worthwhile for the library to invest in</li></ul>
<b>Strategic Initiative</b>	<ul style="list-style-type: none"><li>• Advocate on the library system level for the purchase and implementation of streaming music and video services by 01/17, responsibility of Executive Director</li><li>• Upgrade to a mobile-friendly, Spanish language optional library website by 6/16, responsibility of Executive Director</li><li>• Purchase Envisionware's MobilePrint service for printing from non-library devices by 6/17, responsibility of Adult Services Director</li><li>• Establish a Makerspace for community creation of digital content by 12/16, responsibility of Adult Services Director</li><li>• Purchase and install a state-of-the-art, integrated, and ADA compliant audio and video system for Community Education Room by 12/18, responsibility of Adult Services Director</li><li>• Expand and develop programs for children and teens to teach computer coding and robotics skills by 6/16, responsibility of the Adult Services and Youth Services Director</li></ul>
<b>Success Measures</b>	<ul style="list-style-type: none"><li>• Customer satisfaction surveys.</li><li>• Website usage statistics.</li><li>• Program attendance statistics.</li><li>• Income from customer printing.</li><li>• Electronic media circulation statistics.</li></ul>

## GOAL: EXPANDING SERVICES TO UNDERSERVED POPULATIONS

Commit the library to serving the largest geographic area and most diverse population possible.

Key Objectives	<ul style="list-style-type: none"> <li>• Investigate providing library services in new ways by gaining a better understanding of underserved customer needs and information-seeking behaviors</li> <li>• Participate in community engagement initiatives including outreach to schools, fairs, hosting public lectures, and other educational events, continuing to support collaboration with other organizations with similar missions and goals.</li> <li>• Implement measures to address and resolve customers prevalent, recurring issues and suggestions; publicize resolved issues and successes.</li> <li>• Favor a greater focus on community engagement via outreach and pre-service strategies versus fixed referrals and self-referrals into library.</li> </ul>
Strategic Initiative	<ul style="list-style-type: none"> <li>• Give a survey to help determine preferences that different groups have for the Library by 01/16, responsibility Executive Director, Development Director, Adult and Youth Services Directors</li> <li>• Create and offer courses to give direct, formal instruction in library use for all ages and Spanish speakers by 6/16, responsibility of the Adult and Youth Services Directors</li> <li>• Facilitate increased development of diverse collections/material acquisitions to reflect the population being served, featuring them prominently and frequently by 1/16, responsibility of the Adult and Youth Services Directors</li> <li>• Hire staff and volunteers that represent the community we serve by 1/16, responsibility of the Executive Director and Director of Circulation.</li> <li>• Solicit and establish a Young Adult Advisory Committee obliged to meet a few times a year to advise, counsel, and confer with library staff regarding teen materials and programs by 1/17, responsibility of Youth Services Director.</li> <li>• Conduct library card sign-up campaigns at municipal/local facilities for the dependent (ex. nursing homes, homeless shelters) and arrange for follow-up visits to the library by 1/18, responsibility of Adult Services Director</li> </ul>
Success Measures	<ul style="list-style-type: none"> <li>• Increased attendance at programs</li> <li>• # circulation of materials</li> <li>• Customer satisfaction reports/survey</li> <li>• Diversity valued as an asset to library by paraprofessional ranks.</li> <li>• # of cultural competency and sensitivity training sessions incorporated into human relations and communication strategy programs, required of all staff and offered on an on-going basis.</li> </ul>

## GOAL: COLLABORATING WITH PASD AND LOCAL SCHOOLS

To provide access to information and services to children of all ages by building on our strong foundation of collaboration with public and private schools in our service area.

Key Objectives	<ul style="list-style-type: none"><li>• Investigate partnership with PASD for joint purchasing, shared materials, and possibility of combine collections to better serve school age children</li><li>• Collaborate with media specialists /school librarians</li><li>• Expand services and programming to middle and high school students</li><li>• Serve underserved children in the community</li><li>• Advocate lifelong learning</li><li>• Maintain and grow our strong foundation of early education services and programs</li></ul>
Initiatives	<ul style="list-style-type: none"><li>• Data share, attend meetings and planning session with PASD administration/staff and CBAC members for investigating shared resources and capabilities by 1/16, responsibility of Executive Director</li><li>• The following initiatives are the responsibility of the Youth Services Director:</li><li>• Offer assistance to teachers via circulation of materials, library tours, and research instruction by 01/16</li><li>• Provide curriculum and summer reading support by providing materials and special programming in the library and through outreach by 01/16</li><li>• Co-lead a school club that pertains to the mission of the library by 01/17</li><li>• Offer more young adult library programs on in-service, vacation, and early dismissal days by 01/16</li><li>• Offer specialized programs for children with low reading levels, at risk children, special needs, and homebound students to assist with school readiness, support and preparation by 01/18</li><li>• Presence at back to school open house nights, curriculum related events and assist at school literacy events by 01/16</li><li>• Co-host author visits with schools, family program nights with Parent/School Association in order to encourage lifelong learning by 01/18</li><li>• Continue early literacy, summer camp offerings, and outreach programs to prepare children for school; expand as possible by 01/16-12/21</li></ul>
Success Measures	<ul style="list-style-type: none"><li>• Circulation statistics of materials</li><li>• Reference statistics</li><li>• # of media specialists/school librarians and teachers who participate</li><li>• # of school events attended</li><li>• # of new patrons registered for library cards at events</li><li>• Program attendance</li><li>• Annual survey</li></ul>

## GOAL: FUTURE BUILDING NEEDS

Enhance the use of existing library space to better meet the needs of customers and employees while providing universal access to materials and resources.

<b>Objectives</b>	<ul style="list-style-type: none"><li>• Optimize space within existing facilities for staff and customers in regards to storage, reading, working, creating, gathering, and community activities.</li><li>• Repurpose library space to create a special community place where customers may comfortably read and learn individually and in groups in a way that meets their needs.</li><li>• Create an open floor plan and access within the library.</li><li>• Maintain and enhance our community garden to create a more pleasing exterior appearance.</li></ul>
<b>Initiatives</b>	<ul style="list-style-type: none"><li>• Acquire new furniture and fixtures that are durable, allow for maximization of space, that can be reconfigured based on use and can be used by individuals or groups by 01/18, responsibility of Executive Director</li><li>• Create a schedule and research plan to monitor use and wear of the furniture and materials by 01/16 responsibility of Executive Director</li><li>• Determine the possible reconfiguration of shelving and collection locations to improve circulation of material and easy access to our materials and services that are used most frequently by patrons by 06/16, responsibility of Executive Director, Director of Circulation, Adult and Youth Services Directors</li><li>• Research space and collection usage to determine the need for small group meeting spaces and for passport service appointments where privacy is required by 01/16, responsibility of Executive Director and Director of Circulation.</li><li>• Reconfigure furniture and equipment to help create ease of flow within the building and easy access to all patrons based on ADA compliance standards for placement by 06/16, responsibility of Executive Director</li><li>• Create inviting and comfortable outdoor library space by 01/19, responsibility of Executive Director</li><li>• Ratio of library space used for customer experience versus collections storage</li></ul>
<b>Success Measures</b>	<ul style="list-style-type: none"><li>• Customer satisfaction via survey</li><li>• Collection usage and circulation rates</li><li>• Increased # of library cardholders and active users</li><li>• Increased amount of operational revenue</li></ul>

## Phoenixville Public Library

183 Second Avenue  
Phoenixville, PA 19460  
610-933-3013

info@phoenixvillelibrary.org  
phoenixvillelibrary.org