



Chester Springs Library Strategic Plan Planning for our Future: 2018 – 2021

Vision Statement

To create a community of lifelong learners.

Mission Statement

To engage our community in learning and encourage discovery.

Values

Build community
Enable Learning

Provide Access
Continuously Innovate

Prioritize People
Embrace Differences

Core Services and Programs

To provide a collection of popular materials and programs for all ages.

To serve as an exchange for community information and provide a space for community events.

Goals

DATA FOR ANALYSIS

Key Objectives:

- In conjunction with new Library Director, gather and analyze data for Strategic Plan

Success Measures:

- A completed Strategic Plan created by both the Board of Trustees and Library Director and Staff
- A vision for the library to increase usage in all facets of our library.

Strategic Initiatives:

- Data successfully gathered from the following sources: Chester County Demographics, Annual Plan, Current Strategic Plan, Historic Yellow Springs Strategic Plan, Projected growth for West Pikeland Township, Collected data from local papers to identify local trends, Census data, Trail Town, Local Facebook groups
- Surveys conducted through Facebook, newsletters and power users

PROGRAMMING

Key Objectives:

- Continue to create focused programming for youth, homeschoolers and adults
- Market and utilize our 3D printer to encourage usage

Success Measures:

- Well attended programs for youth and adults during and after library hours
- Workshops for 3D printing instruction
- Outside area usage of 3D printer

Strategic Initiatives:

- Successfully market and advertise programming through social media and other means
- Reach out to various groups and organizations to advertise programming and 3D printer availability

PATRON SERVICES

Key Objectives:

- Develop a Marketing Plan in conjunction with new Director
- Maintain website, emphasize Overdrive
- Market library through Facebook, Township Newsletters, and local organizations
- Create partnerships with DARC, local elementary school librarians and principals
- Offer quarterly surveys for community input

Success Measures:

- Reduction of patron wait times for high demand materials
- 30% increase in website traffic, social media traffic
- Partnerships with several local organizations
- 20% participation in surveys

Strategic Initiatives:

- Work with new Library Director and current Programming and Marketing director to market our library as a whole to area residents through social media and face to face interactions
- Set up information tables at local events to promote our library
- Collaborate with area libraries to encourage

INTERNAL PROCESSES

Key objectives:

- All staff to be proficient on the Circulation Desk
- Collaborate with local High School Counseling Office to provide internships for students interested in Library Science and Childhood Education
- Yearly staff reviews and goal setting for upcoming year
- Trustees to attend township meetings on a rotating basis

Success Measures:

- 100% staff proficient on the Circulation Desk
- Local student volunteers assisting with Circulation Desk and/or children's programming
- 100% staff reviewed
- 30% Trustee attendance at township meetings

Strategic Initiatives:

- Library Director to instruct all staff on Circulation Desk procedures
- Contact Counseling Center at Downingtown East High School
- Trustees to initiate review for Library Director after six months on job
- Library Director to initiate reviews for staff

Revised and approved, Chester Springs Library Board of Trustees, July 17, 2018