

# West Chester Public Library Strategic Plan 2022 – 2025

## Mission Statement

*West Chester Public Library provides all community members equal access to information, ideas, and knowledge through books, programs, and other resources to support lifelong learning.*

## Community Engagement

Objectives:

- Expand community partnerships
- Engage diverse segments of the community

Initiatives and Measures:

- Collaborate with the West Chester Area School District and private/charter/parochial schools within the WCPL service area and attempt to establish more outreach to elementary school teachers and secondary English teachers
  - *Measure: Increase Summer Reading Participation by 5% annually*
- Grow/Expand early literacy outreach
  - *Measure: Partner with two additional organizations annually (ACHIEVED)*
- Create “Library Embassy” Network with contacts from community partners
  - *Measure: Identify local community organizations & appropriate contacts to connect with library services/programs*

## Customer Value & Experience

Objectives:

- Provide customer value by offering exceptional library services to the public
- Continue to provide and expand programming
- Provide access to state-of-the-art technologies
- Provide a comfortable, well-maintained, and welcoming library environment

Initiatives and Measures:

- Ensure that service is welcoming and friendly, improving customer experience and interactions with staff.
  - *Measure: Develop and begin sharing WCPL-specific customer satisfaction survey*
- Develop and share parking map for WCPL customers on website
  - *Measure: Parking map on website by October 1, 2022*
- Move forward with space redesign work

- *Measure: Receive staff input on children's level and lower-level plans*
- *Measure: Determine scope of and finalize plans for children's level and lower-level plans by December 31, 2022*
- *Measure: Estimates for work secured by March 31, 2023*

### Knowledge & Inspiration

#### Objectives:

- Continue to acquire and curate library materials
- Commit to building digital literacy skills for library users and staff
- Continue to support and / or develop programs that offer cultural and educational content

#### Initiatives:

- Encourage expanded use of library materials.
  - *Measure: Increase circulation turnover rate to 4 by December 2025*
- Establish technological training capabilities for customers at WCPL on a scheduled basis.
  - *Measure: Identify and make initial contact with community partner that provides this sort of training by EOY 2023*
  - *Measure: Have a schedule or opportunities in place by EOY 2024 (MSWord, Excel, Zoom, etc).*
- Regularly assess WCPL's current programming to expand and diversify offerings and create evaluation criteria to measure program success.
  - *Measure: Board will assess current WCPL programming and provide ideas and promotional support 2-3 times each year*

### Capacity Building

#### Objectives:

- Maintain a financially sustainable business model
- Engage in continual development of human capacity including board leadership, paid and volunteer staff, and overall governance of the library
- Increase public awareness of the library's services

#### Initiatives:

- *Develop a WCPL Brand Style Guide to include in a Marketing Plan that currently includes social media and other marketing metrics.*
  - *Measurement: Guide complete*
- Develop and share a staff satisfaction survey
  - *Measure: 100% staff response on satisfaction survey*

- Build financial reserves and retiring debt for future needs.
  - *Measure: Sustainability campaign completed in 2028*
- Increase part-time starting wage (underway)
  - *Measure - \$15/hour starting part-time wage by 2025*