

**BERKS COUNTY PUBLIC LIBRARIES
STRATEGIC PLAN 2023-2025**

Mission (Why do we exist?): The mission of this federated system is to meet the ever-changing needs of the people of Berks County and provide consistent, high-quality, county-wide benefits to member libraries through development, coordination and promotion of public library services.

Vision (What will the future look like as we fulfill our mission?): Supporting diverse and dynamic libraries in our community through access to resources, ideas and people which encourages prosperity through life-long learning. BCPL is committed to facilitating a resource-sharing process through cooperative relationships among the member libraries, which makes each library stronger than it would be as an independent library.

Target Markets: Member libraries, Berks County taxpayers, county businesses and non-profit organizations

Strategic Priorities: To develop a path for growth and increased leadership of Berks County Public Libraries

Goals With Measurable Action Steps	Deadline	Responsible Parties
TECHNOLOGY DEVELOPMENT		
1. Create a list of all member library technology	June 2023	Tech Services
2. Create a cycle sheet to help libraries advocate and write grants to obtain new technologies	December 2024	Tech Services, Administrator
3. Investigate new Integrated Library System (ILS) and plan for migration of new ILS, if necessary	July 2024	Tech Services, Administrator, Deputy Administrator, Bibliographic Services, District Library Staff
GOVERNANCE AND LEADERSHIP		
1. Provide libraries with the one-time opportunity to receive funds to remove old fines from patrons' accounts and provide marketing support	January 2023	Administrator, Marketing
2. Updates to the membership and automation agreements as necessary	Ongoing bi-annually	Administrator, Advisory Board
3. Revise and update Uniform Requirements and Responsibilities for implementation in 2024	August 2023	Administrator, Advisory Board, System Member Directors
4. Revise and update the library card application verbiage	September 2023	Administrator, Bibliographic Services, County Solicitor's Office, System Member Directors

COMMUNICATIONS & MARKETING		
1. Revise Summer Quest Marketing	June 2023	Marketing
2. Provide member library staff with training opportunities to improve professional writing skills	December 2023	Marketing
3. Explore and establish new digital content engagement opportunities	Ongoing	Marketing, Deputy Administrator
COMMUNITY PARTNERSHIPS		
1. Expand existing Parks and Recreation department partnership to offer events for youth prior to summer concerts	June 2023	Outreach Services
2. Identify healthcare partners that support our mission and promote the Accessibility & Supportive Learning Collection to them and their clients	June 2024	Outreach Services, Advisory Board
3. Create new partnerships with BCTV to expand library services' reach	June 2025	Outreach Services, Marketing
STAFF DEVELOPMENT		
1. Transition Preschool Program Specialist position into Community Engagement Specialist position, providing a variety of outreach services to unserved locations across the county	June 2023	Outreach Services
2. Review System staffing levels to ensure member library needs are being met and if appropriate, request additional positions	March 2024	Administrator, Deputy Administrator
3. Coordinate and host Staff Development Day for all libraries' staff, that meets state requirements for continuing education	Annually each Spring	Administrator, Outreach Services, Marketing