

**BERKS COUNTY PUBLIC LIBRARIES
STRATEGIC PLAN 2019-2021**

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 by itself.

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. Authority Records/ Polaris Database Cleanup a. Get reports that specify the number of incomplete or poor records in Polaris b. Make a plan to efficiently repair/fix/replace the incomplete records c. Implement the plan to cleanup incomplete records	2021	Camille, tech staff, RPL staff
2. Hardware/software specifications that standardize networked equipment	2021	Jeff and Mike
3. Identify opportunities for increased ease-of-access to developing and innovative technologies through the creation of a 5 year technology plan	2020	Jeff, Mike, Amy
GOVERNANCE AND LEADERSHIP		
1. Create uniform guidelines for cataloging in the System's database a. Multiple entities catalog in Polaris, therefore there is a need to have an agreement so we have continuity and ease of patron access	2019	Amy, Camille, RPL, RACC

<p>2. Review/revise membership agreements</p> <ul style="list-style-type: none"> • Convene task force with representation from BCPL board, local member boards, and library directors to review current membership agreements (1st quarter 2019) • Compare membership agreements from other county systems (April 2019) • Draft revised agreements (April 2019) • Seek guidance from Office of Commonwealth Libraries before finalizing (April 2019) • Present to BCPL board for review and discussion (June-August 2019) • Vote to accept revised agreements (Sept 2019) • BCPL members sign agreements (October 2019) 	September 2019	Amy and Outreach Services with boards and directors
<p>3. Create orientation manual for new board members and library directors</p> <ul style="list-style-type: none"> • Assessable • Clarify roles • HR guidance for salary, staffing levels, common job descriptions, security, legal considerations, evaluation templates 	2019	Amy, Jennifer
COMMUNICATIONS & MARKETING		
<p>1. Improve new website</p> <ul style="list-style-type: none"> • Get quote to develop training for staff in how to update content • Contract out service to better maintain the events portion of the website 	March 2019	Contracted/hired web staff
<p>2. Clean up Intranet</p> <ol style="list-style-type: none"> a. Purge old and out of date files and records from intranet b. Update or create a new system with current files and create new, more streamlined workflows for member libraries to utilize 	2019	Amy, Outreach Services
<p>3. Create attractive, informational documents and promotional items for member libraries to use in advocacy, awareness and promotion of services to the community.</p>	2019	Emily, Amy
<p>4. Develop/increase library promotion through social media</p> <ul style="list-style-type: none"> • guidelines 	September 2019	Emily, Outreach Services, Amy

<ul style="list-style-type: none"> • training • coordination 		
5. Review existing service policies and make changes reflective of new trends, enhanced technology, improved customer service.	2020	Amy, directors
COMMUNITY PARTNERSHIPS		
1. Identify partners through county government and the non-profit community that have mutual goals and work to grow partnerships of mutual benefit	December 2019	Erin, Board
2. Identify corporate and business partners that support our mission	December 2019	Erin, Board
3. Use revised mission and vision statements to create slogan or tagline that can be widely used by all	March 2019	Amy, Outreach Services, Emily