Berks County Public Libraries
Strategic Plan 2026-2028

Mission: The Berks County Public Libraries, as a federated library system of 19 public libraries, manages administrative and centralized support services as a department of the County of Berks. A 7 member at-large Advisory Board, appointed by the Board of Commissioners, works in collaboration with member libraries to promote life-long learning and community engagement through resource collections, technology and programming.

Vision: 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, other County departments, businesses and non-profit organizations

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

Technology Development

Technology Development Goals With Measurable Action Steps	Deadline	Responsible Parties	Checkpoint
Adopt a new BCPL 5 Year Technology Plan 2026-2030	January 2026	Tech Services in collaboration with District Library Center Tech Staff	
Investigate new website hosting and support options and plan for migration to new vendor if needed	June 2027	Tech Services, Marketing, Administrator	June 2026 and then quarterly by Technology Coordinator & Administrator

Governance and Leadership

Governance and Leadership Goals With Measurable Action Steps	Deadline	Responsible Parties	Checkpoint
Consider updates to the membership and automation agreements as necessary	November 2027	Administrator, Advisory Board	November 2026 & February 2027 by Administrator
Support libraries with addressing potential impacts when the proposed regulations in **22 PA Code Part IX Ch 144** are approved and implemented by Office of Commonwealth Libraries.	Ongoing in 2026 & 2027	Administrator in collaboration with District Consultant, & BCPL Advisory Board	Quarterly by Administrator

Approved by BCPL Advisory Board 11.19.2025

Governance and Leadership Goals With Measurable Action Steps	Deadline	Responsible Parties	Checkpoint
Consider updates to the overall structure of the BCPL Funding Formula	Ongoing in 2026 & 2027	Administrator in collaboration with BCPL Advisory Board	BCPL Finance Committee Meetings

Communications & Marketing

Communications & Marketing Goals With Measurable Action Steps	Deadline	Responsible Parties	Checkpoint
Develop & provide materials for a system-wide initiative promoting Library Card Sign-Up Month each September	Annually each September	Marketing, Outreach Services	Provide materials each June
Support America250 initiative as organized by County of Berks leadership	July 2026	Marketing, Outreach Services	Quarterly by Deputy
Commemorate BCPL's 40th Anniversary	Throughout 2026	Administrator, Marketing, Outreach Services, Bib Services	Quarterly by Administrator
Support Berks275 initiative as organized by County of Berks leadership	2027	Marketing, Outreach Services	Quarterly by Deputy

Community Partnerships & Outreach

Community Partnerships & Outreach Goals With Measurable Action Steps	Deadline	Responsible Parties	Checkpoint
Continue partnership with County Commissioners to host Commissioners' Town Hall Meetings in member libraries and provide promotional materials	Develop yearly schedule in consultation with Commissioners	Outreach Services & Marketing	Quarterly by Deputy
Maintain a collection of reading materials and services for individuals in Berks County Youth Shelter Care and Berks County Jail	Ongoing	Outreach Services & Bibliographic Services	Quarterly by Deputy
Create opportunities to reach unserved and underserved populations in member libraries and rural communities through social service agencies and local colleges/universities	Ongoing	Administrator, Marketing, Outreach Services	Quarterly by Administrator & Deputy

Staff Development

Staff Development Goals With Measurable Action Steps	Deadline	Responsible Parties	Checkpoint
Coordinate and host Staff Development Day for all libraries' staff, that meets state requirements for continuing education	Annually each Spring	Administrator, Outreach Services, Marketing	Deputy leads Staff Dev. Day Committee
Maintain digital newsletter for all member libraries' staff highlighting news and resources to support customer service needs	Quarterly	Deputy Administrator & Marketing	Quarterly by Deputy
Provide opportunities for BCPL staff to attend or provide presentations at relevant professional development conferences/workshops	Ongoing	Administrator	Quarterly