Strategic Plan 2024-2027

BCL Brandywine Community Library
60 Tower Drive, Topton PA 19562 610.682.7115 bcl@brandywinelibrary.org www.berkslibraries.org/brandywine

The Brandywine Community Library serves patrons in District Township, Longswamp Township, Rockland Township and Topton Borough.

The Mission of the Brandywine Community Library is to encourage learning by providing free and equal access to information, technology, resources and services, be a gathering place for the community, and promote the love of reading.

The Brandywine Community Library will:

- Circulate collections of current high-demand, high-interest materials in a variety of formats.
- Offer programs and services for all ages that encourage reading, learning and cultural enrichment and informational entertainment.
- Promote school district cooperative programs that support students at all academic levels.
- Provide reference tools to adults and children including Internet access and computer software.
- Offer interloan services through the statewide ACCESS PA service and the countywide system.
- Welcome all person's to the library and courteously assist them in fulfilling their needs
- Promote an inclusive safe space

Public Relations and Communications

- Maintain social media usage for events and existing/new library services
- Promote library services using "PAForward" Marketing Strategy and maintain Gold Star Status
- Work with the school district and other community organizations in promoting the library and its activities
- Maintain line of communication between the four municipalities
- Advertise events and opportunities at the library
- Elicit feedback and suggestions from patrons
- Build community awareness about collection, services and resources

Programming

- Provide learning opportunities
- Provide family programs and multi-generational interactions
- Provide opportunities for youth development
- Create and foster a Junior Library Board

Buildings and Furnishings

Improve facility by:

- Maintain long term relationship with EverTrue
- Identify replacement options for furniture (comfortable /attractive seating, patio)
- Maintain facilities upkeep (paint, cracks, etc)
- Update teen room
- Evaluate space for work, study and homework stations
- Add step stools and changing tables to bathrooms

Finances and Funding

- Identify and expand local funding sources from municipalities and local businesses
- Investigate community based grants and grant writers
- Implement a funding plan for future library changes
- Increase fundraising opportunities and include family friendly options
- Make patron awareness of funding a priority

Technology

- Maintain and upgrade computer equipment and software as able
- Evaluate staff availability to assist patrons one-on-one with technology concerns, find volunteers to assist
- Online presence for collecting donations and fundraising
- Grow digital collection of eBooks and eAudiobooks

Resources

- Annually evaluate staffing needs

Other

- Evaluate extending hours
- Weed old and unused content from collection

Revised and Approved 11/16/2023