

\*Draft in progress 11/1/23 set to be approved during 2024  
Board approved draft 11/8/23 for County compliance purposes

## Strategic Plan 2024-2027

Mission Statement: Schuylkill Valley Community Library is dedicated to providing resources and opportunities that support the literary, technological, and leisure needs of our patrons.

Goal 1: Provide resources, programs, and services that meet the needs of a wide variety of patrons.

1. Pursue non-traditional programs, services, and collections
  1. Story time kits, toy collection, cake pans/umbrellas/bike pump, etc. **In process, we have several "library of things" items and will continue to add. We have also been cataloging a lot of educational games and toys we received through various grant initiatives.**
2. Offer at least 12 STEM programs per year at each age level (preschool, children 6-11, teens, adults).
3. Replace lighting with energy efficient fixtures. **Attempts will be made in the upcoming year/years to find a grant to cover these costs.**

Goal 2: Ensure funding for operating budget as well as special projects.

1. Encourage local municipalities to continue donating at least \$1.00 per capita so that we receive matching funding from the County. **Visit them to explain the formula changes and ask for \$2.50 per capita.**
  1. Twice annual municipal visits by board members (funding ask and thank you visit)
2. Develop our annual fund drive donor base.
  1. Explore adding saturation mailings to a few mail routes each year to reach more community members with our annual fund drive. **In December 2021, we used Every Door Direct Mail for our fund drive, sending out almost 6,000 letters, compared to our usual of approximately 1000 letters. We continued this in the 2022-2023 fundraiser & 2023-2024 fundraiser.**
3. Support the fundraising efforts of our Friends group
  1. Board will volunteer on event days or donate supplies/food. **Many have been supportive of the Friends group's efforts.**
4. Explore new and novel means of increasing library funding.
  1. American Girl Bingo **We did have one of these and it was successful, but we did not repeat in the last few years.**
  2. **We have established a development committee during 2022 to organize/coordinate fundraising events**
  3. **Set a goal for the board to raise \$10,000 a year to pay off the loan for the new room and save for any future needs.**

Goal 3: Remain current with technology.

1. Increase technology literacy through staff training and patron education programs.
  1. Better tech training for staff members **In progress. We are doing better, but there is still work to be done. Anna was sent to BCPL website training November 2023**
  2. Offer classes or one on one help to the public- through volunteer help, possibly teen collaboration **We do help one on one by patron request.**

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3. Remain current with technological offerings
  - . Develop and implement a plan to replace computers on a cyclical basis. Checkout computers were replaced with grant in 2022. A cycle still needs to be created. Patron computers due for replacement.
  - i. Evaluate new technologies to offer for use in the library or circulation. This is ongoing. Our most recent additions are mobile hotspots, a portable projector, and other “library of things” items.

Goal 4: Increase awareness/ visibility of our library in the community.

1. Increase public awareness of library services and programs.
  1. Develop social media presence- Facebook, Instagram, blog This is still on our to do list, mostly due to being short staffed. Improved efforts made on Facebook and Instagram in 2023
  2. Advertise in local publications We were doing this pre-pandemic: places like macaroni kid and wfmz/ bctv web calendars. We have been posting flyers of some of our fundraisers and events in local areas (bank, grocery stores, post office) in 2023.
  3. Facebook live and YouTube videos We did incorporate this into some events especially during the pandemic, although it would be nice to expand upon it. We have been using it for raffles in 2023.

Goal 5: Partner with area businesses, schools, and community organizations.

1. Partner with community organizations and businesses to best utilize library services and coordinate programs.
  1. SVSD PTO events, kindergarten registration We were doing this a lot before the pandemic. Starting to get back into it. Attended SVES Back to School and Trunk or treat in 2023.
  2. Expand nursing home/ assisted and independent living outreach We were also doing this pre-pandemic. Currently we do outreach to the Southgate retirement home.
2. Increase our number of registered users.
  1. Hold library card registration campaigns (schools, local events) This was not completed due to new administrators at the school.
3. Solicit people in the community that will bring their expertise and commitment to the trustee board and friends group. We added a few new members and are currently working to add more.