



100 North Reber Street

Wernersville, PA 19565

610-678-8771

wernersvillepl@berks.lib.pa.us

berkslibraries.org/branch/wernersville

Strategic Plan/ Goals and Objectives 2023-2026

Objective	Collaborators	Update
COLLECTIONS, PROGRAMS, TECHNOLOGY & SERVICES		
<p>Goal 1: Community residents should have access to a variety of materials, programs, technology, and services for their informational, recreational and viewing needs.</p>		
<p>To promote the PA Forward literacies: Basic, Information, Civic and Social, Health, and Financial</p>		
Basic Literacy	Staff	Weekly story time, 1000 Books Before Kindergarten, Teen Book Drop, read for Summer Quest, summer reading challenges for adults, Read with Rocky , interactive displays, Winter Reading Program, and TikTok 2023-ongoing
Information Literacy	Staff	Reading Public Museum, Berks Historical & Reading Science Center passes, social media posts, various displays regarding theme months. Tiktok videos to promote information of various resources. Yearly
Civic and Social Literacy	Staff	Teen Advisory Board plans for fall 2023, social media posts, displays 2023-ongoing
Health Literacy	Staff	Ongoing health classes. Social media posts about various places Dementia programs, Fall wellness program with self-care kits, future blood donor drives, 2023-ongoing
Financial Literacy	Staff	Team up with Girl Scouts to teach financial literacy to elementary school ages, provide tax forms, and create programs that provide food shopping on a budget, Credit Union providing programs. 2023-ongoing

Collection Development	Director	To make concerted efforts that collection reflects the diverse communities we serve, and to continue to purchase materials to reflect those sentiments. Yearly
Outreach	Director, Staff	To team up with neighboring libraries to create future events with communities, talk with local businesses for library sponsorship for summer programs and programs in general. 2023-ongoing

Wernersville Public Library Goals and Objectives 2023-2026

Management & Finances

Goal 2: The Wernersville Library should have a system of funding resources and management to meet the needs of the community.

Fundraising events or to brain storm ideas for potential future events.	Board/ Friends Group/Director	Annual donor letters, Book Sale, restaurant night out, Redner's receipt program, Kaufman's Chicken, potential planning with Crave for popup event. Team up with South Heidelberg Municipality to host major event. Brain storm what kind of event to host at South Heidelberg Township 2023-ongoing
network with business/community members in surrounding areas for sponsorship	Board/Director	Various companies sponsored programs in 2023 and plans continue for 2024 and beyond. Partnership with Target for Wellness program in fall 2023. 2023-ongoing
Grants/Stipends	Staff/Director/Board	Stipends given for equity, diversity, and inclusion related programs and for either library of things or other needs for programming or supplies via the county and district Funds ongoing. Plans to apply for Ready, Set, Read Grant in 2024 to help fund summer reading program. The County friends of the library donation 7/23. 2023-ongoing

COMMUNITY INTERACTION & PARTNERSHIPS

Goal 3: The Wernersville Library should maintain and improve interaction and partnerships with community organizations to the benefit of both groups.

To establish better relationships with our municipalities	Director/Board	Book Club at South Heidelberg Township continues to bring in patrons to the library other plans to do programming with SH in the works going forward. Holiday events with all municipalities and well as special
---	----------------	--

		story times with members from municipalities. 2023-ongoing
Internships	Director	Intern/shadowing program with Conestoga Christian School in May-beginning of June 2023. Plans to reach out to other schools student interest- ongoing

PUBLIC RELATIONS

Goal 4: Community residents and local organizations should be well-informed about the all services, programs, fundraisers, and special events that library provides/hosts

Create regular post on social media sites	Staff, Director	The library continues to increase followers on Facebook & Instagram. Consistent messaging throughout all pages as well as update library website with ongoing events. TikTok added to bolster library advocacy 2023-ongoing
Press releases	Director, Staff	To inform local papers of major events, as well as post on all media sites. 2023-ongoing
Outreach	Board, Staff, director	To attend events that give the library the opportunity to promote events and resources at events as: Night out, school visits, camp visits, pool visits, municipal special events. 2023-ongoing

PERSONNEL

Goal 5: The Wernersville Library must strive to hire exceptional employees and offer educational opportunities and training to staff in order to provide patrons with high-quality service.

To provide continuing education for staff and to ensure board members fulfill yearly requirements for CE	Director/Board President	To keep consistent with URR requirements, staff will minimally attend 3 continuing education workshops each year to stay compliant and to attend the county wide staff development when provided and to attend regional conferences. Board members to attend county meetings and trainings per year. Trainings via webjunction, niche academy, etc. 2023-Ongoing
--	--------------------------	--

FACILITY

Goal 6: The community and staff should have access to a facility that meets the needs of library services.		
Regularly assess condition of the library	Director/Board	Director continues to stay in contact with Wernersville municipality with HVAC, power, and minor repairs 2023-ongoing
Ongoing needs	Director/Board	The board continues to have conversations with municipality about security cameras installed in the library with hopes by having this done by 2024. 2024-ongoing

Updated 11/01/23 Approved 11/14/2023

