

West Chester Public Library Strategic Plan 2022 – 2025

Mission Statement

West Chester Public Library provides all community members equal access to information, ideas, and knowledge through books, programs, and other resources to support lifelong learning.

Community Engagement

Objectives:

- Expand community partnerships
- Engage diverse segments of the community

Initiatives and Measures:

- Collaborate with the West Chester Area School District and private/charter/parochial schools within the WCPL service area and attempt to establish more outreach to elementary school teachers and secondary English teachers
 - *Measure: Increase Summer Reading Participation by 5% annually*
- Grow/Expand early literacy outreach
 - *Measure: Partner with two additional organizations annually (ACHIEVED)*
- Create “Library Embassy” Network with contacts from community partners
 - *Measure: Identify local community organizations & appropriate contacts to connect with library services/programs*

Customer Value & Experience

Objectives:

- Provide customer value by offering exceptional library services to the public
- Continue to provide and expand programming
- Provide access to state-of-the-art technologies
- Provide a comfortable, well-maintained, and welcoming library environment

Initiatives and Measures:

- Ensure that service is welcoming and friendly, improving customer experience and interactions with staff.
 - *Measure: Develop and begin sharing WCPL-specific customer satisfaction survey*
- Develop and share parking map for WCPL customers on website
 - *Measure: Parking map on website by October 1, 2022*
- Move forward with space redesign work

- *Measure: Receive staff input on children's level and lower-level plans*
- *Measure: Determine scope of and finalize plans for children's level and lower-level plans by December 31, 2022*
- *Measure: Estimates for work secured by March 31, 2023*

Knowledge & Inspiration

Objectives:

- Continue to acquire and curate library materials
- Commit to building digital literacy skills for library users and staff
- Continue to support and / or develop programs that offer cultural and educational content

Initiatives:

- Encourage expanded use of library materials.
 - *Measure: Increase circulation turnover rate to 4 by December 2025*
- Establish technological training capabilities for customers at WCPL on a scheduled basis.
 - *Measure: Identify and make initial contact with community partner that provides this sort of training by EOY 2023*
 - *Measure: Have a schedule of opportunities in place by EOY 2024 (MSWord, Excel, Zoom, etc).*
- Regularly assess WCPL's current programming to expand and diversify offerings and create evaluation criteria to measure program success.
 - *Measure: Board will assess current WCPL programming and provide ideas and promotional support 2-3 times each year*

Capacity Building

Objectives:

- Maintain a financially sustainable business model
- Engage in continual development of human capacity including board leadership, paid and volunteer staff, and overall governance of the library
- Increase public awareness of the library's services

Initiatives:

- *Develop a WCPL Brand Style Guide to include in a Marketing Plan that currently includes social media and other marketing metrics.*
 - *Measurement: Guide complete*
- Develop and share a staff satisfaction survey
 - *Measure: 100% staff response on satisfaction survey*

- Build financial reserves and retiring debt for future needs.
 - *Measure: Sustainability campaign completed in 2028*
- Increase part-time starting wage (underway)
 - *Measure - \$15/hour starting part-time wage by 2025*