

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. This has been a continual 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).

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. We will also visit them to explain the formula changes and ask for \$2.50 per capita to help meet the potential county increase for future years.
 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. We will also explore e-newsletter and text options.
3. Support the fundraising efforts of our Friends group
 1. Board will volunteer on event days or donate supplies/food.
4. Explore new and novel means of increasing library funding.
 1. We have established a development committee from 2022-2024 to organize/coordinate fundraising events. Evaluate keeping this group going forward or go back to just Board planning and assisting Friends.
 2. 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.
 2. Offer classes or one on one help to the public- through volunteer help, possibly teen collaboration.
 3. Remain current with technological offerings. New patron computers will be needed during the 2024-2027 time frame. Searches for grants to help fund this project will occur.

1. Develop and implement a plan to replace computers on a cyclical basis. Checkout computers were replaced with a grant in 2022. A cycle still needs to be created. Patron computers due for replacement.
2. 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.
 2. Advertise in local publications - We have been posting flyers of some of our fundraisers and events in local areas (bank, grocery stores, post office).
 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 2023/2024.

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. There is a new elementary librarian that we are working on building a relationship with. We would like to attend one school event per season/quarter.
 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)
3. Solicit people in the community that will bring their expertise and commitment to the trustee board and friends group.

Goal 6: Improve our economic footprint

1. Replace lighting with energy efficient fixtures, and look at updating to new smoke alarms. Attempts will be made in the upcoming year/years to find a grant to cover these costs.

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