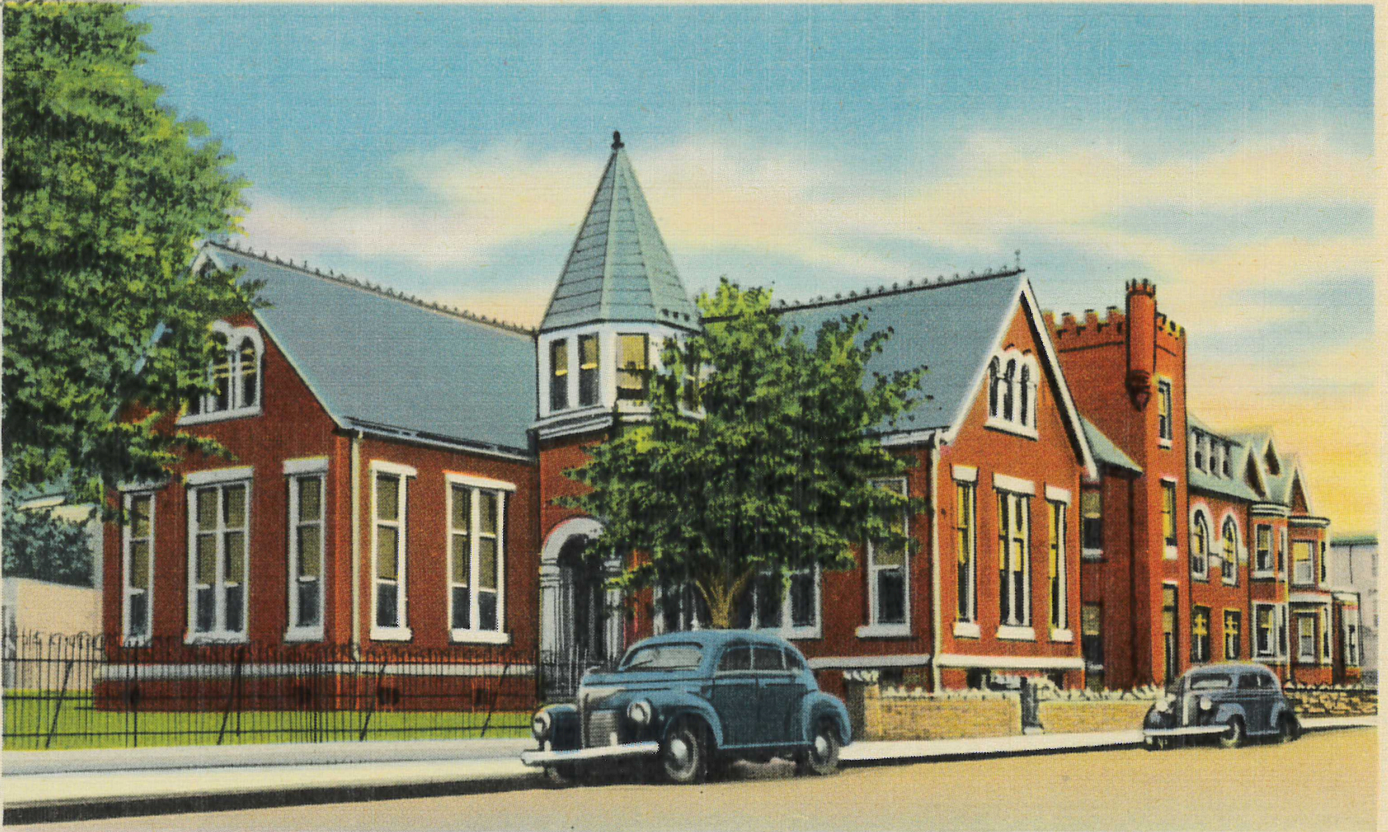


Hamburg Public Library

Library, Hamburg, Pa.

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**Strategic Plan
2025-2027**



Our Mission

The Hamburg Public Library provides essential resources and programs that help our community learn, connect, and succeed.

Our Vision

To be the heart of a thriving, connected community where curiosity is nurtured, knowledge is shared, and everyone has the opportunity to grow and succeed.

Our Values:

Accessibility

We believe in providing free and equitable access to information, resources, and services for everyone. We work actively to remove barriers and ensure that all community members can explore, learn, and grow without limitations.

Inclusivity and Respect

We honor the diverse identities, backgrounds, and experiences of our patrons. By creating a welcoming environment, we meet people where they are and provide personalized support to help meet their needs.

Lifelong Learning

We promote a love of learning across all ages, recognizing that education is an ongoing journey. We offer programs, resources, and opportunities that spark curiosity and encourage continuous growth.

Community Connection

We strive to be the heart of our community by fostering connections, collaboration, and partnerships. We create spaces where people come together, share ideas, and build relationships that strengthen the fabric of our community.

Sustainability and Stewardship

We are dedicated to the long-term sustainability of the library, ensuring that future generations can continue to benefit from our services. We practice responsible stewardship of resources and seek diverse funding to maintain a vibrant and modern library.

Excellent Customer Service

We provide courteous and empathetic service to every patron. Understanding that everyone faces different challenges, we are committed to treating all individuals with kindness and respect.

Priority 1: Increase Community Engagement and Awareness

Goal	Action	Who:	Complete by:
Expand Community Partnerships	Present to at least one new community group per year	Director, Children's Librarian	Yearly
	Create a library scavenger hunt with local businesses	Director	2025
	Create a meeting room policy to allow local groups to host their meetings at the library	Board of Trustees, Director	2026
Promote the library	Create a marketing plan	Director, Children's Librarian	2025
	Create a library newsletter	Director	2025
	Become a PaForward Gold Star Library	Director	2026
Expand Outreach Programs	Attend a community event in each municipality	Board of Trustees, Director, Children's Librarian	2027
	Explore the possibility of offering satellite services on the outer parts our service area	Board of Trustees, Director	2027
Maintain strong relationship with the Hamburg Area School District	Attend a HASD staff in-service days to promote library services	Director, Children's Librarian	2026
	Attend one school event, such as Back to School Night	Director, Children's Librarian	2027

Priority 2: Adapt to Community's Evolving Needs

Goal	Action	Who:	When:
Renovate Library Facilities	Construct and open new library addition	Board of Trustees, Director	2026
	Conduct a historic structure needs assessment for the 1904 Hamburg Public Library building	Director	2027
	Create a Building Maintenance Plan and Emergency Response Plan	Director	2027
Expand and Improve Available Technology	Replace outdated equipment	Board of Trustees	2026
	Create a technology replacement plan and dedicated technology reserve account	Board of Trustees	2027
	Set up Wi-Fi Hotspots for checkout	Director	2025
Explore staffing needs	Conduct a staffing needs assessment	Board of Trustees, Director	2026
	Establish internship programs with local universities	Director	2025

Priority 3: Promote Lifelong Learning and Literacy

Goal	Action	Who:	When:
Support Early Literacy	Host parent and caregiver literacy workshops	Children's Librarian	2025
	Grow and promote the learning at home collection	Director, Children's Librarian	2027
	Reorganize the picture collection into Picture Book Neighborhoods to promote browsing	Director, Children's Librarian	2026
Increase Adult Programming	Create a regular lecture series	Director	2026
	Create partnerships with local subject matter experts to provide programs	Director	2027
	Provide opportunities for community led programming, such as Mahjong	Director	2026
Promote Digital Literacy	Offer digital literacy classes	Director	2027
	Apply for grant funding to hire an in-house digital navigator	Director	2026

Priority 4: Ensure Long-term Sustainability

Goal	Action	Who:	When:
Diversify funding sources to ensure financial security	Create a viable second large fundraiser	Board of Trustees, Director	2025
	Explore becoming a Passport Acceptance Facility	Board of Trustees, Director	2026
	Create a annual giving and donor cultivation plan	Board of Trustees, Director	2025
	Create a Planned Giving Program	Board of Trustees, Director	2025
Increase municipal advocacy	Create an Annual Advocacy Plan	Board of Trustees, Director	2025
	Advocate for each municipality to increase their annual giving \$1 per capita	Board of Trustees, Director	2027
Establish Comprehensive Documentation and Procedures for Long-Term Success	Develop Standard Operating Procedures	Director	2025
	Develop a Comprehensive Employee Handbook	Board of Trustees, Director	2025
	Prepare a Succession Planning Guide	Board of Trustees, Director	2026
	Create a Shared Document Network for staff	Director	2026



HAMBURG PUBLIC LIBRARY