

Ridley Township Public Library & Resource Center

Strategic Plan 2018-2020

Approved 9/24/2018 by the Board of Trustees

Introduction

The Ridley Township Public Library & Resource Center moved into a brand-new 11,000 square-foot facility in May 2018, giving the community increased opportunities for programs, services, technology, meeting space and collections. The Township Commissioners announced the new name in September 2018, to more accurately reflect the library's role in the community, to make the library more visible as a trusted resource and to help the library position itself to continue to be agile and valuable in the community.

The residents of Ridley Township depend on the library as an important and trusted resource for achieving personal goals and enhancing quality of life. The Board of Trustees, Friends and Staff strive to exceed community expectations with innovative and increased services and visibility.

Background

Ridley Township Public Library serves 30,768 residents (2010 census) and is less than 10 miles from center city Philadelphia. The service area consists of Ridley Township (Delaware County). The library is a member of the Delaware County Libraries system.

The library is open 51.5 hours per week. Staffing consists of 11 full time equivalents. Circulation for 2017 was 99,291 items. The library had 112,209 visitors. Program attendance was 9,566. At the end of the most recent annual reporting period, the library collection consisted of 77,165 cataloged items. The annual operating budget is approximately \$633,000 per year. Of this amount, the township contributes \$475,000 and the Commonwealth of Pennsylvania provides \$96,882.

Mission Statement

Engaging Minds, Enriching Lives, Empowering People

Goals and Strategies

GOAL 1: Exceptional Services

- Continue to grow the schedule of programs, classes and events by focusing on topics that have strong public demand and have proven successful in recent history. Programming should follow the PA Forward Initiative five literacies (Basic, Information, Financial, Health and Civic/Social).
- Consider programming that uses current and emerging technologies
- Right-size the print and audio visual collection based on use (check-outs)
- Consider new, innovative additions to the circulating collection
- Be alert for and open to new opportunities for programs and services, including those provided by community volunteers
- Professional staff, through training and experience, provide high quality assistance to all library patrons and visitors

GOAL 2: Increased Visibility and Marketing

- Facilitate the name change with signage and communications in the community and to all DCL libraries
- Promote the library as a resource center in the community with outreach and partnerships with schools and other service organizations
- Redesign the website and consider videos, patron testimonials, community links
- Formalize a marketing plan to include strategies, press lists, outlets and platforms
- Create a regular library newsletter
- Invite patrons and other supporters to receive regular e-blasts about library events and announcements
- Produce an Annual Report to be available in hard copy and on the website
- Produce an annual mailing to patrons, supporters and stakeholders with information about the library plus an opportunity to give feedback

GOAL 3: Positive User Experience

- Staff have opportunities for training on customer service, technology, safety and other topics that will help them in providing an excellent user experience for library visitors
- Evaluate the functionality of the new library space and furnishings and consider adjustments as needed
- Review and compare key benchmark comparisons such as visitors, circulation and program attendance
- Services are based on input from the community
- The facility is comfortable and welcoming, and patrons are able to find what they want and enjoy visiting the library.

GOAL 4: Organizational Excellence

- Develop business partnerships to meet training and development needs of the library, the staff and the community
- The facility is safe, comfortable and functional
- Install security cameras and institute other security measures, including fire drills
- Annual Staff In-Service Day either provided by DCL or planned by this library to address current needs and/or issues
- Review and update all position descriptions

GOAL 5: Sustainability

- Review all policies, by-laws and the mission statement for possible updates and revisions
- Consider new policies concerning security, emergency procedures, in-house advertising
- Library is represented at all Ridley Township Commissioners Meetings
- Library is represented at all required DCLB meetings and State and County Trainings

- Ensure adequate financial resources to meet community library service needs. Explore a donor program and community partnerships that are viable opportunities for grant funding.
- Establish / strengthen relationships with public safety officials such as Fire and Police, schools, other libraries and Township Officials
- Collaborate with the Friends of the Library to optimize/strengthen relationships
- Institute methods for community input into library services, such as focus groups, yearly surveys, and a suggestion box. Consider ways to gather data from non-library users.