

Quarryville Library 2017-2019 Strategic Plan

SUMMARY

This Quarryville Library's Strategic Plan 2017-2019 and Summary were developed by a Board of Trustees Committee after extensive consultation with the Director of the Library. Data from patron surveys and interviews, feedback from many library groups and the community, and a realistic appraisal of what might be accomplished have guided the process. A draft version of this plan along with a request for comments was posted on the Library's website and distributed to Library groups in December 2016. This final plan was approved and adopted by Quarryville Library's Board of Trustees on January, 9, 2017.

Setting the Library on a path toward financial sustainability is the single highest focus and priority; the remaining targeted priorities are listed alphabetically, not ranked in any special order. Over the next three years the plan will be reviewed and assessed by the Director and board twice annually.

Please direct questions regarding Quarryville Library's 2017-2019 Strategic Plan to Cheri Crowe, Director, Quarryville Library, 357 Buck Road, Quarryville, PA 17566.

Priorities

- I. **Financial Sustainability**
- II. **Collection Development and Delivery of Resources**
- III. **Community Outreach and Partnerships**
- IV. **Maintenance and Use of Physical and Cyber Space**
- V. **Organizational Effectiveness**
- VI. **Programming**

Major Goals:

I. Financial Sustainability

- A. Establish and promote a Planned Giving Program
- B. Create and utilize a written employee compensation plan
- C. Increase financial support from government entities and improve communication and advocacy with local municipalities
- D. Maximize revenue from direct-pay services
- E. Increase Board-generated Income from fundraising

II. Collection Development and Delivery of Resources

- A. Build a diverse collection of materials for all users
- B. Improve circulation of non-print materials
- C. Maximize access to materials (receiving and returning) and maximize number of days and hours library is open and services are provided

III. Community Outreach and Partnerships

- A. Strengthen recruitment of new volunteers with attention to matching talents and interests of volunteers to appropriate opportunities
- B. Strengthen partnerships within Solanco Family Life Network
- C. Pursue targeted outreach to Senior citizens
- D. Target outreach to families who do not currently use the Library
- E. Develop new print and online materials to communicate Library message
- F. Develop new appreciation initiatives
- G. Develop cooperative marketing to publicize events

IV. Maintenance and Use of Physical and Cyber Space

- A. Develop and use annual maintenance checklist
- B. Plan for long-term maintenance of physical plant
- C. Maximize safety of staff, volunteers, patrons
- D. Assure ease and quality of access to Library services and materials
- E. Schedule and use Library space effectively and develop formal submission process for creating annual master calendar
- F. Adopt new technologies within existing budgetary constraints

V. Organizational Effectiveness

- A. Share information among library groups
- B. Improve Board effectiveness
- C. Maintain and strengthen volunteer base across Library groups and maintain updated file
- D. Develop and maintain a file of information needed for all publicity and public relations
- E. Hold semi-annual meetings for leaders of each Library group

VI. Programming

- A. Increase participation of youth 12 and up
- B. Support our community's efforts to develop proficient readers and lifelong learners
- C. Become a PA Forward Gold Star Library by offering programs that support financial, health, basic, informational, social and civic literacy, with an emphasis on adult programming (<http://www.paforward.org/Home/PoweringProgress/WhatisPAForward.aspx>)