

THE NEXT CHAPTER

BUILDING ON THE PAST, CHANGING FOR THE FUTURE

PURPOSE OF THE STRATEGIC PLAN

The Adamstown Area Library Strategic Plan defines the mission and provides a vision for the library for the next five years and beyond. The areas of strategic focus are designed to position the Library as a relevant and high-achieving public service organization serving Adamstown & Denver Boroughs, and Brecknock, East & West Cocalico Townships.

MISSION Our mission reflects the commitment we are making to the community. Adamstown Area Library serves as a vibrant community hub utilizing extensive resources to provide innovative programming and services that engage and educate residents of all ages and cultures.

VISION Our vision articulates what success will look like in the future. The Adamstown Area Library strives to grow as a premiere community resource by providing:

- opportunities for self-directed learning, mastery of current technology, and reading for information and pleasure.
- tools for building the community's prosperity and literacy.
- adequate financial resources to meet our areas of strategic focus.
- sufficient space to accommodate resources, events and staff.
- increased awareness of the library's resources and needs.

GETTING THERE FROM HERE

The unpredictable environment we face over the next five years and beyond will require an unprecedented level of flexibility that will allow us to change our services and how we provide them. We must be willing to break with the past where necessary and be bold in identifying new directions, while holding on to our core commitments.

An understanding of our mission and the capabilities we need to achieve our vision are an important beginning. Success requires that we be specific and focused about our strategies for the future.

The strategic plan is a culmination of ideas and solutions discussed by committee team members representing library management, staff, the Library Board of Trustees, the Friends of the Library Board, and community members. The team drew from a variety of qualitative and quantitative research, including community surveys, demographic research and public input. From this process emerged five areas of strategic focus.

AREAS OF STRATEGIC FOCUS

Support Educational and Learning Opportunities

- Increase knowledge & access of online resources for literacy and adult learning
- Develop technology-related programs in science, engineering and math
- Support self-directed learning by enhancing resources and adapting to emerging technologies
- Support family interactions and provide educational opportunities directly related to childhood growth and development

Support Workforce and Economic Development

- Educate for online readiness for research including job searches, applications, resumes and email
- Keep abreast of emerging technologies that enhance literacy and emphasize skills for job attainment and advancement

Foster Community Connections

- Respond to the unique needs and structure of the local community and customize service delivery accordingly
- Enhance communication with municipal officials and community members
- Build partnerships and collaborations with businesses, community organizations, and citizenry in our service area
- Hold off-site events at strategic community locations

Public Awareness

- Increase the community's awareness of the various resources, services, and programs offered by the library
- Continue to streamline marketing opportunities with current and emerging technology
- Explain the opportunities that electronic resources afford users
- Promote the library as a center for community service
- Communicate the financial needs of the library

Maintain Organizational Strength

- Promote staff commitment to the library's mission and shared values with effective communication throughout the organization
- Ensure accountability of support groups to the Board of Trustees in order to maximize communication and emphasis on library areas of focus
- Uphold positive relationship between the library's board of trustees and the library's director, staff, and support groups
- Develop training programs and communications that promote staff performance and mastery of technology

The Adamstown Area Library is well-positioned to move in new directions and increase its impact within the community that it serves. It is an exciting time and we are committed to taking full advantage of all the opportunities that this Strategic Plan presents.

Adopted and approved at a regular and open meeting of the Board of Trustees of Adamstown Area Library on June 17, 2015.