

# Ephrata Public Library Strategic Plan

## 2014-2015

ADOPTED BY THE EPHRATA PUBLIC LIBRARY  
BOARD OF TRUSTEES  
OCTOBER 17, 2013

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## Mission

The Ephrata Public Library is a physical and virtual community center. Its mission is to provide resources and to promote opportunities for everyone seeking to improve, change, enrich, and enjoy their lives. The library offers free access to information reflecting differing viewpoints in order to support an open and democratic society.

## Vision

The Ephrata Public Library will be a *destination* for the entire community. As such, it will be recognized as vital through its programs and services.

## Core Values

The following statements are reflective of the values that drive the service, programming, and operations of the Ephrata Public Library.

### *Customer Service and Interaction with the Public*

1. We will demonstrate respect for each library user regardless of gender, age, ethnicity, creed, or economic status.
2. We will be responsive to and flexible with our clients, choosing “people over policy.”
3. We will develop and maintain good relationships by treating our clients as we would like to be treated.

### *Intellectual Freedom and Confidentiality*

We will support a collection that reflects diverse intellectual perspectives and will not restrict the use of this collection. We will answer requests for information in a nonjudgmental way and will keep inquiries confidential.

### *Community Connections and Partnerships*

We will develop cooperative relationships with municipalities and community organizations, inviting them to partner with us or acting as a referral center. We will strive to provide community information that will benefit our customers.

### *Public Programs/Technology*

We will be a resource and community hub for educational, social, recreational and technology programs and services.

### *Staff Education/Training*

# Strategic Plan

The Ephrata Public Library has identified the following goals:

## A. The library will provide excellent customer and technology service to the community

1. Using the Edge Initiatives, a framework for digital literacy and inclusion will be established.
  - a. Action steps
    - i. Create a comprehensive Action Plan using evaluation tools from the Edge Benchmarks and *Building Digital Communities*
    - ii. Prepare and present a partnership plan to local municipalities and businesses
    - iii. Assign tasks in Edge Action Plan and complete. (See Appendix 2.\*)
    - iv. Provide regular reports to stakeholders detailing task completion.
  - b. Time frame
    - i. Ongoing research as schedule allows
    - ii. Action Plan creation by March 2014
    - iii. Benchmarks completed by November 2015
  - c. Costs
    - i. Staff time
    - ii. Hardware and software
    - iii. Digital content
  - d. Responsibility
    - i. Director
    - ii. Managers
  - e. Performance evaluation
    - i. Stakeholder reports

## 2. Expand technology offerings for all ages within public program framework

- a. Action steps
  - i. Research best practices in the use and implementation of technology services for various demographic groups (i.e. children with learning disabilities, job seekers, etc.)
  - ii. Create a Technology Plan
  - iii. Create and implement public programs with measurable outcomes
  - iv. Evaluate programs using predetermined outcomes
  - v. Add public programs to recurring calendar
- b. Time Frame
  - i. Ongoing research
  - ii. Program and measurement outcomes created by March 2014
  - iii. Technology Plan completed by June 2014
  - iv. Program development by August 2014
  - v. Conduct programs beginning September 2014
  - vi. Evaluations ongoing
- c. Costs
  - i. Staff time
  - ii. Hardware and software
- d. Responsibility

- i. Director
  - ii. Technology Manager
  - iii. Public Program Team
- e. Program Evaluation
  - i. Public technology evaluations and feedback
  - ii. Program participation
  - iii. Program participation evaluation

### **3. Evaluate and expand employee technology competencies**

- a. Action steps
  - i. Collect staff feedback of current competency program
  - ii. Research best practices in competency development nationwide
  - iii. Create an updated list of customer service and technology standards for staff
  - iv. Provide training opportunities for staff
- b. Time frame
  - i. Feedback collection by March 2014
  - ii. Update competencies by June 2014
  - iii. Complete training opportunities by June 2015
- c. Costs
  - i. Staff time
- d. Responsibility
  - i. Director
  - ii. Managers
- e. Performance evaluations
  - i. Yearly evaluations
  - ii. Staff survey

### **4. The library will continue to develop a capital and construction campaign to expand the building to accommodate growth**

- a. Action steps
  - i. Develop a construction and capital campaign
  - ii. Hire an outside firm for capital campaign assistance
  - iii. Get approval from the Library of Lancaster County Board of Directors and Borough of Ephrata Manager and Council
- b. Time frame
  - i. Determined by funds raised
- c. Costs
  - i. Determined by Building Committee
- d. Responsibility
  - i. Board of Directors
  - ii. Building Committee
  - iii. Director
- e. Performance evaluations
  - i. Expansion will occur by December 2015

**5. Using the *Library Edge Initiatives and the Building Digital Communities*, work the our local municipalities and other area organizations to create a digital inclusion and digital education program for the community**

- a. Action steps
  - i. Create deliverables (flyers, digital awareness LibGuide, etc.)
  - ii. Approach municipalities to request some level of participation or support
  - iii. Create action plan for the project
  - iv. Introduce the project to the public through innovative outreach
  - v. Provide additional computer classes
  - vi. Acquire new delivery devices
- b. Time frame
  - i. Create action plan by February 2014
  - ii. Deliverables created by March 2014
  - iii. Meet with municipal officials by April 2014
  - iv. Begin public awareness outreach by June 2014
  - v. New delivery devices will be added to the collection on an ongoing basis
  - vi. Community service to 4 demographics: Nonusers, Users, Community Leaders and Donors
- c. Costs
  - i. Deliverables
  - ii. Staff Time
- d. Responsibility
  - i. Executive Director
  - ii. Library Managers
- e. Performance evaluations
  - i. Municipal official buy-in
  - ii. Community buy-in
  - iii. Survey results
  - iv. Device circulation statistics

**6. New collection items (i.e. book bag replacement, leveled elementary collection, manga/anime packs, etc.) will be added the library collection to offer innovative delivery methods**

- a. Action steps
  - i. Create delivery methods and purchase content
  - ii. Begin circulation of items
- b. Time frame
  - i. Delivery methods and contents to be selected by August 2014
  - ii. Begin circulating items by October 2015
- c. Costs
  - i. Contents and book bags
  - ii. Staff Time
- d. Responsibility
  - i. Director
  - ii. Program Team
  - iii. Managers
- e. Performance evaluations
  - i. Circulation
  - ii. Survey results from bag insert survey

## **7. The Ephrata Public Library Board of Directors will develop and implement a Director Development Plan and a Fundraising Development Plan**

- a. Action steps
  - i. Research current board development and fundraising plans available through Commonwealth Libraries
  - ii. Update Board of Directors by-laws
  - iii. Develop a board development plan
  - iv. Assemble Fundraising Committee
- b. Time frame
  - i. Research conducted by March 2014
  - ii. Board by-laws updated by April 2014
  - iii. Fundraising Committee meeting monthly by April 2014
  - iv. Board Development program implemented by July 2014
- c. Costs
  - i. Board Development retreat costs
  - ii. Fundraising costs
- d. Responsibility
  - i. Board of Directors
  - ii. Executive Director
  - iii. Assistant Director
- e. Performance evaluations
  - i. Board member retention/new board member training
  - ii. Funds raised