

Huntingdon Valley Library

Strategic Plan

The Next Chapter

Dedication

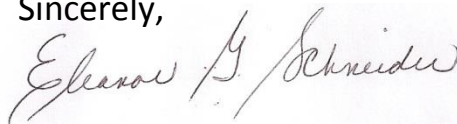
Dear Friends and Neighbors,

The Board of Trustees invites you to read our new Strategic Plan for the Huntingdon Valley Library. We have been working on this for some time and with the help of the community, staff, and our professional facilitator and with the dedication of the trustees we have written this Next Chapter for the Library.

We are hopeful that after reading this, you will want to become a part of the Next Chapter for the Library. Remember, your financial contributions – through dedicated taxes, Friends support, fundraisers, individual donations – are used in the running of the Library. With your input, involvement and support we can move forward and be the “catalyst to spark community involvement.”

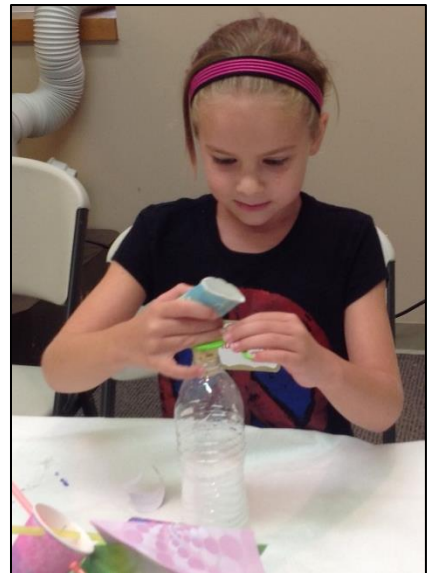
Please consider volunteering your time and expertise to the Library or taking a position on our new Advisory Board. Thank you and we appreciate your help to make this library the showcase for the surrounding communities.

Sincerely,



Eleanor G. Schneider

Board President



2016 Huntingdon Valley Library Board of Trustees:

Eleanor Schneider, President
Jack Bernstein, Vice President
Judy Trichon, Treasurer
Miryam Roddy, Secretary
Ferdinand Gonzales, Commissioner

Rita Kenney
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Library Board Liaisons:

Friends of Huntingdon Valley Library Executive Committee

Linda Yerkees, Lower Moreland Township School District

Elizabeth Sellner, Bryn Athyn

Julia Cromwell, Lower Moreland High School Student (2014-2016)

Theo Hansel, Lower Moreland High School Student (2014-2015)

Clayton Howard, Lower Moreland High School Student (2015-2016)

Library Administration:

Sharon Moreland-Sender, Director
Pamela Dull, Assistant Director

Glynnis Flores, Youth Services Librarian
Tetjana Danyliw, Reference Librarian



Prologue

Story of the Library

First organized in 1871 at a local gas station, and then again in 1919, the current library is the result of a successful community project by the Women's Club of Huntingdon Valley in 1953 that began as a single shelf of donated books at Yerkees Cleaners.



The library served the community at its original location at 654 Red Lion Road until 1995, when the current building, which incorporates the landmark Red Lion School, was completed.

Development of the new facility at 625 Red Lion Road began as a community movement in 1987, spear-headed by the Friends of Huntingdon Valley Library.

Since its humble beginnings, the library

has grown into a complex, diversified institution for information exchange and retrieval, and a community hub for meetings, programming and social interaction.

The Huntingdon Valley Library is located in and receives the majority of its financial support from the Lower Moreland Township in Montgomery County, Pennsylvania. The Library is centrally located in the community campus area, across the street from the firehouse, police station and municipal administration offices. The Library is adjacent to the township's one high school, near the Murray Avenue middle school and around the corner from the restaurants and shops along Huntingdon Pike.

In an effort to continually evolve, grow and meet the ever-changing needs and opportunities of the community, the Board of Trustees strives to enhance the programming, appearance and sustainability of the Library. To this end, the Board has undertaken the current strategic planning process.



Chapter 1

Strategic Planning Process

The Board of Trustees and Library staff engaged in various activities in order to assess the current state of the Library and evaluate a strategic direction. These activities included, but were not limited to:

- 1) a customer survey completed by 265 people
- 2) community forums led by a qualified consultant, including two teen forums
- 3) interviews with identified community stakeholders
- 4) completion of an analysis of our Strengths, Weaknesses, Opportunities, and Threats by the Board of Trustees and staff

The Plan is forward looking to the next 1-3 years. Considering the fast pace of changes in technology and media, the Board believes that this near-term vision allows for the most efficient and effective focus to meet the stated goals.

This Strategic Plan sets forth strategic goal priorities. The Board has created a work plan and has designated specific tasks geared to meet each goal. The expected outcome of this Strategic Plan is the successful completion of all tasks within the next 1-3 years, thereby meeting our mission, vision and goals. This plan was approved by the Board on February 11, 2016.

Vision Statement

Huntingdon Valley Library is a forward-thinking essential center of learning and community.

Mission Statement

To provide a vibrant welcoming environment where everyone will engage, explore and enjoy.

The Huntingdon Valley Library is guided by these Core Values:

- Curiosity
- Diversity
- Innovation
- Lifelong learning
- Positive relationships
- Potential
- Service
- Sustainability



Huntingdon Valley Library Strategic Goal Priorities

Collaboration

We seek partnerships and cooperation with all who share our common goals

Destination

We will continue to be the hub of our community

Education

We support lifelong learning for all members of our community

Innovation

We support and encourage enhanced technological literacy in the community

Inspiration

We aspire to be an environment for exploration and creative expression

Participation

We are a catalyst to spark community involvement



Chapter 2

A successful library enriches the lives of our residents and enhances the value of our community. During 2015, we worked to establish goals for the next three years to guide our growth and provide a way to gauge that success. This plan will help us write the Next Chapter of the Huntingdon Valley Library.

Strategic Goal Priorities: 2016-2019

Collaboration: We seek partnerships and cooperation with all who share our common goals

<i>Objectives</i>						
Expand and enhance Local partnerships						
	<i>Action Steps/Tasks</i>	<i>Due Date</i>	<i>Lead</i>	<i>Status</i>	<i>Comments</i>	<i>Completed</i>
	Continue and enhance partnership with Friends of Huntingdon Valley Library	Ongoing	Board, SMS			
	Organize a joint meeting to discuss issues and ideas	June 2016				
	Initiate outreach activities throughout the community	Ongoing	SMS, Staff			
	Partner with: Back to school nights, Rotary Club, LMTSD Diversity Committee, local restaurant for a fundraiser, and local service provider for a co-sponsored event	Dec 2016				
	Investigate the feasibility of working with the Township to launch a local TV station	Aug 2018				
	Complete three collaborative programs per year with local businesses and organizations, such as the Township, Bryn Athyn and Police/Fire	Dec 2017				
Grow relationships between the Board and local stakeholders						
	Investigate hiring a Development Consultant	July 2016	SMS			
	Identify top 10 stakeholders and contact personally	Dec 2016	Board			
Ensure the financial stability of the Library and plan for future growth to support strategic goals.						
	Create a Fiscal plan and policies	Dec 2017	Board, SMS			
	Diversify and increase funding to sufficiently meet program and facility needs	Dec 2018	Board, SMS			
	Coordinate an ad hoc Board Advisory Committee with a focus on a funding goal	Dec 2016	Board, SMS			
	With Board, develop a charge for the group	Aug 2016				
	Identify and contact potential committee members, including potential donors, Friends, Township and other partners	Oct 2016				

Destination: We will continue to be the hub of our community

<i>Objectives</i>						
Provide a library facility that meets the needs and expectations of the community						
	<i>Action Steps/Tasks</i>	<i>Due Date</i>	<i>Lead</i>	<i>Status</i>	<i>Comments</i>	<i>Completed</i>
	Retain an architect or Library Building consultant to assist with developing a space plan for renovation	2017	SMS, Board, LMT			
	Determine space and parking needs and program goals	2017	Board, LMT			
	Gather community input	2017				
	Develop a final Project/Master Plan	2017				
	Include docking stations, outlets and finishes that support mobile device use throughout the library	2017				
Plan, prepare and initiate a capital campaign						
	Complete an environmental scan	2018	Board			
	Complete a feasibility study	2018	Board			
	Create a Table of Donor Levels	2018	Board			
	Prepare a Campaign Plan	2018	Board			
	Launch Quiet Campaign	2018	Board			
Expand programming and outreach beyond the building						
	With Township, host cooperative programs	Ongoing	GF			
	Spring Egg Hunt	Mar 2016		In prog		
	Outdoor movie matinee	Oct 2016				
	With Huntingdon Valley Activities Association and Valley Youth Center, host programs throughout the building	Dec 2017	GF			
	Utilize Red Lion Gym for Summer Reading 2016	Aug 2016				
Manage the Community Room for maximum efficiency and effectiveness						
	Market Community Room in the region	Dec 2016	SMS			
	Launch EventKeeper calendar, new Web site, EKRooms management software and online registration system	Mar 2016	PD, SMS	In prog	Site launched Jan 2016	
	Increase income generated by Community Room by 10% over 2016.	Dec 2017	Board, SMS			

Education: We support lifelong learning for all members of our community

<i>Objectives</i>						
Continually develop a responsive and current collection that meets the demands and needs of the community						
	<i>Action Steps/Tasks</i>	<i>Due Date</i>	<i>Lead</i>	<i>Status</i>	<i>Comments</i>	<i>Completed</i>
	Increase use of Reference Department and collection in person, on-line and by phone	Ongoing	SM, TD			
	Gather use data of print Reference collection	Jun 2016		In Prog		
	Reduce print Reference by at least 25% based on age, use and redundancy	Dec 2016				
	Train staff on Reference interview and when to refer a patron to Reference Librarian	Dec 2017				
	Interfile a portion of Reference into Non-Fiction	Dec 2018				
	Re-classify and rearrange Adult Non-Fiction into a Bookstore Model to increase ease of use	Dec 2017	SM			
	Complete a Travel Neighborhood	July 2016				
	Gather pre/post use statistics to gauge impact	Dec 2018				
Promote reading and library use to children and young adults						
	Participate in and promote the 1,000 Books Before Kindergarten early literacy program	Dec 2016	GF	Jan 2016 launch		
	Provide outreach to local nursery schools/daycares identified near the Township	Dec 2017	GF			
	Re-classify and rearrange Juvenile Non-Fiction into a bookstore model to increase ease of use	Dec 2018	GF			
	Complete a 2 nd weed of the collection	Dec 2016				
	Add creative signage to improve ease of use	July 2017				
Provide diverse programming that encourages collaboration and meets the needs of the community						
	Support PA Forward initiative with programs on finance, health and civic engagement	Ongoing	SMS, PD, JL			
	Host a Senior Health Fair	July 2016				
	Host a program on Planned Giving	Dec 2016				
	Host a program featuring elected officials	Dec 2018				

	Plan events to reach diverse and underserved in community	Ongoing	SMS, PD			
	Survey community to identify program priorities and underserved populations	Jun 2016				
	Plan a Taste of Culture event	Dec 2017				
	Host a Citizenship program on naturalization	Oct 2018				

Innovation: We support and encourage enhanced technological literacy in the community

<i>Objectives</i>						
Provide technology training for all						
	<i>Action Steps/Tasks</i>	<i>Due Date</i>	<i>Lead</i>	<i>Status</i>	<i>Comments</i>	<i>Completed</i>
	Outfit the Friends Learning Lab for tech-based programs, classes and activities	April 2016	SMS, Staff, Tech			
	Purchase and set up Windows 10 Laptops, iPads, software and charging cart for in-house use	Mar 2016				
	Explore the feasibility of hosting a robotics program	Jan 2017				
	Explore the feasibility of hosting a gaming-related club, such as Minecraft	Jan 2017				
	Provide technology classes and training for staff and patrons	Ongoing	SMS, Staff			
	Implement for staff technology competencies	Dec 2016				
	Determine the budgetary needs for future staff development programs	Jul 2016				
	Initiate appropriate staff training	Sept 2016				
	Update job descriptions to include competency requirements	Dec 2016				
	Determine the needs and wants of the community for technology training through interviews and a survey	Dec 2017				
	Host a topic-specific class quarterly in Friends Learning Lab and open to staff and patrons	Dec 2018				
	Host monthly eReader support clinics open to all	Dec 2017				

Foster innovation and creative thinking						
	Identify and develop creative and innovative programs for all ages	Ongoing	SMS, Staff			
	Develop collections in support of innovative programs	Ongoing	SMS, Staff			
	Explore the feasibility of movie-making software and classes	Dec 2017	Staff			
	Investigate the feasibility of creating a maker space	Dec 2018	SMS, Staff			

Inspiration: We aspire to be an environment for exploration and creative expression

<i>Objectives</i>						
Seek and maintain relationships with corporate and philanthropic partners to enhance and expand library services, programs and collections						
	<i>Action Steps/Tasks</i>	<i>Due Date</i>	<i>Lead</i>	<i>Status</i>	<i>Comments</i>	<i>Completed</i>
	Identify potential new partners, such as IBM, GSK, Disney, Periscope, Gates Foundation, Social Media companies	Dec 2018	SMS			
	Speak with Foundation Center at FLP	Oct 2016				
	Research grant opportunities in professional literature	Dec 2016	SMS, TD			
	Seek grants, subsidies, program sponsorships and donations from new and existing partners	Ongoing	SMS, Staff, Board			
Support the Arts and creative thinking						
	Host an annual Author event	Ongoing	Board, SMS			
	Book three exhibits of art and photography	2018	SMS, Staff			
	Investigate musical, drama and dance programming	2016	PD			
	Investigate the desire for a salon or philosophical club	2018	PD			
	Organize a coloring book club	Jun 2016	PD	Complete		Jan 2016

Participation: We are a catalyst to spark community involvement

<i>Objectives</i>						
Create active, interactive, and involved patron groups						
	<i>Action Steps/Tasks</i>	<i>Due Date</i>	<i>Lead</i>	<i>Status</i>	<i>Comments</i>	<i>Completed</i>
	Develop a Teen Advisory Group to plan and present programs for grades 6-12 (11 to 18 year olds)	Dec 2017	GF			
	Survey needs of this group	Feb 2016	JR	Complete	15 responses. New Sat. book club in Feb 2016.	Jan 2016
	Recruit local student leaders	Apr 2016				
	Facilitate group to develop a schedule of events within budgetary restrictions	Oct 2016				
	Identify and exploit social media management tool to increase online communication	May 2017				
	Develop strong programs, collections and services for Seniors	Ongoing	SMS, Staff			
	Survey needs and interests of this group	May 2016				
	Develop a series of Senior programs, including a Senior Fair	Dec 2016				
	Increase awareness of and participation in our activities	Ongoing	SMS, Staff			
	Survey effectiveness of current marketing strategies	Sept 2016				
	Increase presence on social media, posting three times per week	Dec 2016				
	Develop a strong, involved Board of Trustees	Ongoing	Board			
	Determine needs to target recruitment for new trustees	Oct 2016				
	Participate in annual continuing education opportunities	Dec 2016				
	Organize an annual Board retreat	Dec 2017				
	Have 100% Trustee attendance at fundraising, continuing education and supporting functions and events	Dec 2018				