

JOSEPH T. SIMPSON PUBLIC LIBRARY

2025 — 2027 STRATEGIC PLAN

Adopted by the Joseph T. Simpson Public Library Board of Trustees
05.13.25

MISSION: The Joseph T. Simpson Library is the community's library, responsive to needs and desires for knowledge, understanding, enrichment, entertainment, and connection.

VISION: The Joseph T. Simpson Library will thoughtfully meet the needs and desires of an ever-changing community. Serving as a trusted source and inspiration for lifelong engagement, the Library will welcome all, responding to a dynamic and evolving world by providing resources and programs that inform, promote understanding and personal enrichment, and strengthen community connections.

CORE VALUES:

Lifelong Learning: Through comprehensive services, programs, and collections encourage literacy and educational and intellectual development.

Community: Ensure a welcoming space for people and groups of all ages and backgrounds to meet and interact while experiencing the Library's resources and programs.

Service: Deliver excellent service to all by friendly, knowledgeable, helpful, and approachable staff and volunteers.

Access: Facilitate access to a broad spectrum of viewpoints, opinions, and ideas so all have the opportunity to become informed, educated and culturally enriched.

Sustainable: Lead and manage the Library to ensure it will serve the community now and into the future by monitoring finances, use of resources, and technical and programmatic capacity.

STRATEGY 1: Strengthen Community Connections and Presence: Expand the Library's Reach and Impact on Both Organizations and Individuals, With the Following Objectives:

- Objective 1-1: Improve Community Outreach and Collaboration
- Objective 1-2: Create, implement, and support a network connecting patrons and organizations to available resources and agencies providing needed services
- Objective 1-3: Measurably strengthen our digital marketing/social media presence
- Objective 1-4: Expand the scope and audience the Library communicates with; Actively seek out new users and re-engage inactive cardholders
- Objective 1-5: Conceptualize a Simpson Library "Brand"

STRATEGY 2: Build Upon Our Legacy of Excellence: Ensure the Library remains Responsive to Community Needs Now and Into the Future, With the Following Objectives:

- Objective 2-1: Strengthen teen and adult programming
- Objective 2-2: Achieve re-accreditation for Pennsylvania Association of Non-Profit Organizations (PANO) Standards of Excellence
- Objective 2-3: Develop and implement a plan to refresh Library interior spaces
- Objective 2-4: Evaluate square footage allocated to each collection through data analysis of collection size, square footage used, and circulation of collection to determine the best location in the Library for lesser used collections

STRATEGY 3: Monitor and Enhance Organizational Viability and Sustainability: Position the Library to Serve the Community in the Future, With the Following Objectives:

- Objective 3-1: Evaluate fundraising activities and sources for continued financial viability and community support; Target 5% annual fund-raising growth
- Objective 3-2: Ensure facility and infrastructure needs are adequately funded in the operations budget
- Objective 3-3: Evaluate staffing needs and compensation levels and benefits offered to staff; provide recommendations to meet Library needs, increase employee satisfaction and reduce turnover
- Objective 3-4: Implement and monitor the Executive Director succession plan
- Objective 3-5: Establish and implement strategies to develop and enhance Board of Trustee effectiveness through recruitment, training, and engagement
- Objective 3-6: Coordinate with the Friends of the Library to ensure the Library and Friends are maximizing their collaboration