

Goals and Objectives 2023

Objective	Collaborators	Progress
COLLECTIONS, PROGRAMS, TECHNOLOGY & SERVICES		
Goal 1: Community residents should have access to a variety of materials, programs, technology, and services for their informational, recreational and viewing needs.		
To promote the PA Forward Literacies : Basic, Information, Civic and Social, Health, and Financial		
Basic Literacy- Developing foundational competency including reading, writing, math, job application assistance, and overall life-skill development, includes STEM	Staff	Story times, 1000 Books Before Kindergarten, book clubs, Summer Quest, Lego Club
Information Literacy- Having the ability to express, connect with and understand knowledge and communication through comprehensive and innovative formats	Staff	Berks Nature, Planetarium shows, hot spots
Civic and Social Literacy- Engaging in respectful discourse, understanding the importance of community engagement, and invoking societal change.	Staff	Teen Reading Lounge, Kids book Night at Kutztown Area High School, Crochet What, voting displays
Health Literacy- Having the ability to make informed decisions in relation to an individual's physical, mental, emotional, or spiritual health.	Staff	Yoga, Children's Health Insurance Program presentation, Wiggly Wednesday, Better with Age, vision screenings
Financial Literacy- Having the knowledge and understanding necessary to make informed fiscal/economic decisions, responsible budgeting, spending and saving skills.	Staff	Better with Age retirement planning
Renew our PA Forward Gold Status	Staff	Maintained through 12/15/2024
To develop programs and resources to engage the post-college age group	Director, Staff	Monthly Better with Age programs
To expand multi-media materials	Staff	Library of Things boxes replaced the backpack kits and added new boxes, Wii U purchased

Management & Finances		
Goal 2: KCL should have a system of stable funding resources and management to meet the needs of the community.		
To develop sustainable fundraisers to meet KCL's goals	Board	Books, Brews & BBQ, Friends bus trips Winterthur and New York City and Bingo
To explore ways to increase Local Income and In-house Income to reach 50% of our annual income	Board	
To seek grants to meet library goals	Staff, Board	Libraries Transforming Communities Accessibility grant for \$20,000, Teen Reading Lounge grant 2 rounds each for \$3,000

COMMUNITY INTERACTION & PARTNERSHIPS		
Goal 3: KCL should maintain and improve interaction and partnerships with community organizations to the benefit both groups.		
To maintain a consistent relationship with Kutztown Area School District	Youth, Program	Sent promotions for teen & elementary activities and Summer Quest. In contact with reading specialists. Kutztown Area Middle School presentation. Visit from 6 th grade class at the library. Visits to Kutztown High School in January & May. Posts on Kutztown Area Parents & Families and Kutztown Elementary School Parent's Club Facebook accounts. Visits from 6 grade class at the library
To partner with Kutztown University for interns	Staff	KU students taught 2 sessions of art in unusual formats for preschoolers and 3 additional sessions in the fall. Intern from Integrated Art in Unusual Settings department for a semester to elementary aged children for a spring and fall sessions. Contacted Professional Writing, English heads but no applications received. Library Science department intern starts in January.

PUBLIC RELATIONS		
Goal 4: Community residents and local organizations should be well-informed about Kutztown Community Library's resources, services and facilities.		
To continue creating newsletters and social media presence	Staff	Gonser Gazette sent in January and June. Monthly Newsy Notes. Weekly e-newsletters. Facebook- events and one post per day. Post to Kutztown Parents & Families groups. Weekly submissions to Cougar Prints.

To establish consistent posting methods of promotional materials	Staff	Volunteers post flyers at local establishments. Posters emailed to Kutztown School District
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PERSONNEL

Goal 5: KCL must strive to hire exceptional employees and offer educational opportunities and training to staff in order to provide patrons with high-quality service.

To provide continuing education for staff	Director	Berks County Public Libraries training day attended in portions by full-time employees. Pennsylvania Library Association annual conference attended. Web Junction classes attended
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FACILITY

Goal 6: The community and staff should have access to a facility that meets the needs of library services.

To establish an outdoor area	Property Committee, Staff, Eagle Scout	Initial progress made but the Scout aged out of the program and cannot work on this project
To redesign the upper play area layout	Staff	Trains and small toys returned to play area

- Updated: 7/10/2023
- Updated: 8/2/2023
- Updated: 11/6/2023
- Updated: 12/13/2023