



# HAMBURG PUBLIC LIBRARY

## Long Range Plan

2022-2024

**Vision:** To be the center of our community, where people come together, form connections, and find inspiration.

**Mission:** The Hamburg Public Library provides services and programs to our community to encourage coming together, forming connections, engaging in lifelong learning, and finding inspiration. We believe in honoring yesterday, embracing today, and inspiring tomorrow.

### Goal: Increase awareness and use of the library and its resources.

- Develop collaborative community partnerships.
- Create a community resource center where patrons can look for, access, and share information related to the community, local resources, and local organizations.
- Evaluate annually and improve the marketing of the Hamburg Public Library collection using displays, signage, social media and other opportunities.
- Deepen the partnership between Hamburg Public Library and the Hamburg Area School District to assess and inform opportunities for new mutually supportive programs and services.

### Goal: Ensure long term sustainability for the library through continued governance and funding development.

- Make long range planning an ongoing process of library development including an annual review of the Plan of Service with a full update every three years.
- Develop and implement a formal on-boarding, development process and recruitment strategy for the Board of Trustees.
- Continue dialogue with municipalities in an effort to increase their financial support.
- Investigate opportunities for receiving corporate grants and donations, as well as foundation funding.

### Goal: Be a comfortable place for the community to come together.

- Implement advocacy and funding strategies needed to realize a relevant and modern library for the community.
- Design a library building that integrates the historic architecture with the modern needs of the community, including focusing on making the library accessible for all patrons.
- Provide courteous, professional, and excellent service to every single library patron every time they use the library
- Expand our role as an access point in the community to existing and innovative technologies and equipment.

### Goal: Foster a love of lifelong learning.

- Help parents and caregivers prepare their children to be successful readers and lifelong learners.
- Offer programs and materials that pique curiosity, encourage exploration, and engage all learners.
- Provide readily available popular materials in a variety of formats, both traditional and nontraditional.
- Achieve PA Forward Gold Star Status
- Community members will be able to access library services and materials freely, easily, and conveniently