Kutztown Community Library
Learn ▪ Discover ▪ Connect

Strategic Plan 2019-2025

Mission:

The Kutztown Community Library informs, enriches, and empowers our community by providing access to information, technology, services, and programming.

Vision:

As the community hub, the Kutztown Community Library provides a diverse resource center in a welcoming environment.

About Us:

The Kutztown Community Library (KCL) was founded in 1949 and is a non-profit 501(c)3 corporation. The KCL provides service to the rural community of Kutztown Borough, Lyons Borough, Maxatawny Township and Greenwich Township (17,121 residents based on the 2010 U.S. Census). Albany Township (1,724 residents) joined in 2018 for a total library service population of 18,845. Lenhartsville Borough (165 residents) is not currently included. There are nine Trustees on the Board that represent our service area.

In 2017:

- KCL's collection consisted of 30,000 books, audio books, and DVDs
- The items circulated nearly 100,000 times
- 5,000 electronic materials were used.
- There were over 72,000 visits to the library
- Our free WiFi and computers were used for 11,000 one-hour sessions
- KCL hosted over 700 programs with 12,000 attendees for all age levels
- 1,600 passport applications were processed
- The library was open 52.5 hours per week
- Staff worked approximately 190 hours per week

Goals and Objectives:

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.

1. To promote the PA Forward literacies: Basic, Information, Civic and Social, Health, and Financial
2. To incorporate STREAM programs
3. To collaborate with institutions to create an admission pass activity bag/kit creating an interactive experience
4. To establish support staff for Youth Librarian
5. To establish staff for special programs
6. To update staff computers
7. To establish timeline for updating computers
8. To create a dedicated teen space
9. To expand multi-media materials
10. To celebrate 70th anniversary in 2019
11. To develop programs and resources to engage the post-college age group
12. To develop programs and resources to engage the 65-100 year-old age group

Management & Finances

Goal 2: KCL should have a system of stable funding resources and management to meet the needs of the community.

1. To develop sustainable funding to meets KCL's goals
2. To seek grants to meet library goals
3. To establish a credit/debit card for library use
4. To expand the donor base to create consistent and reliable contributions
5. To establish a fundraising manager and investigate a donor record system
6. To establish chairs for Board committees
7. To review policies, mission and vision statements
8. To evaluate library operating hours and systems
9. To investigate the feasibility of establishing an Endowment Fund
10. To explore ways to increase community donations to reach 50% of our annual income

Community Interaction & Partnerships

Goal 3: KCL should maintain and improve interaction and partnerships with community organizations to the benefit both groups.

1. To partner with Kutztown Area School District
2. To partner to with Kutztown Strong

3. To partner with the Early Learning Community
4. To provide programs and information to homeschoolers
5. To partner with Women, Infants, and Children (WIC) to provide information to patrons and provide library information to their clients
6. To offer accredited training for teens and adults
7. To partner with therapy dog organization
8. To partner with Rodale Institute
9. To explore incorporating Lenhartsville Borough into our library service area

Public Relations

Goal 4: Community residents and local organizations should be well-informed about Kutztown Community Library's resources, services and facilities.

1. To promote the Memorial & Tribute Gift Giving program
2. To promote KCL name and image through logo items for gifts or sale
3. To continue creating a mailed newsletter and eNewsletter
4. To continue creating press releases by partnering with Kutztown University's Professional Writing intern program or written by volunteers or staff members
5. To establish consistent posting method of promotional materials

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.

1. To provide continuing education for staff in person or through webinars
2. To provide ongoing technology training
3. To evaluate job descriptions

Facility

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

1. To create a campaign to replace the front roof
2. To convert the former furnace room for use
3. To hire a handyman
4. To provide additional electrical outlets in library
5. To investigate storage needs in the Community Room
6. To provide a clean building
7. To establish an outdoor area

Approved: 11/8/2018