

Boyertown Community Library Strategic Plan 2022-2026

Mission: The Boyertown Community Library will serve the community's diverse needs by providing current informational, educational, and recreational resources.

Vision: The library will be a safe, comfortable, and welcoming space where people learn and discover, explore their passions, and find resources that contribute to a full life.

Organizational Summary:

The Boyertown Community Library (BCL), Boyertown, Berks County, was established in 1988 and is part of the Berks County Public Library System which includes 19 libraries with 23 locations, each independently governed and operated by a local Board of Directors. BCL has over 7,000 registered borrowers with a service population of 16,143. The library houses more than 40,000 books, audiobooks, magazines, DVD's and CD's. Patrons can also order items through the interlibrary loan service both inside and outside the county. Serving as a community center, the library provides free wi-fi and computer service, copy and fax services, passport services, programs and events for all ages.

Library staff includes the director, youth services coordinator, circulation manager, administrative assistant, four library assistants, building maintenance technician, bookkeeper and development manager. Funding for library operations comes from the state and county budgets, local municipalities, passport services and fundraising events and contributions.

We moved to our current building in 2017. The 21,000 sq. ft. facility, a former bank building, was generously donated to the library by BB&T, now Truist. The new facility has allowed the library to increase the collection and offer more programs and services. Recognizing the increasing preference of accessing materials electronically and utilizing resources from the comfort and safety of one's home, more resources have been put into purchasing digital content.

Over the last few years the library has sought input from the community by engaging with library patrons in person and conducting online surveys. After evaluating that feedback thoroughly, we are ready to turn the vision that the community has helped us to create into reality. This strategic plan focuses on improving staff efficiency, redesigning library spaces to improve user experience, and collaborating with community organizations to meet changing needs of our service area. Successful completion of the plan will allow us to carry out our mission and realize the vision we have for BCL.

Strategy 1: BCL will restructure staff to more effectively operate and develop the library, maintain and manage the library properties, and develop and lead programs and services.

Who: BCL Director, Board Members (Executive or Governance Committee)

When: 2022

Strategic Actions:

- Determine by the end of 2022 if the library will hold onto the old library building for the foreseeable future.
- Determine if these positions can be sustained in the budget.
- Create job descriptions for proposed new staff positions.
- Set salaries or wages and research benefits for staff.
- Prepare office space for new positions.

Strategy 2: BCL will redesign building spaces to more adequately meet the needs of the staff, patrons and the community.

Who: BCL Director, Staff, Members of Facilities committee

When: 2022- 2026

Strategic Actions:

- Designate computer areas to provide social distance and privacy.
- Designate program spaces for children, teens and adults.
- Designate rentable community meeting spaces that help generate income for the library.
- Design a “New Book” area or areas - should be attractive and hold many titles.
- Create welcoming, comfortable spaces for reading
- Prioritize projects.
- Create a budget for each project.
- Research and apply for grants and/or other funding opportunities to pay for each project.

Strategy 3: BCL will explore collaborative partnerships with other community organizations and outside services

Who: BCL Director, Staff

When: 2022-2026

Strategic Actions:

- Develop programming to meet emerging interests of our patrons
- Facilitate patrons’ access to resources
- Connect patrons to services offered by other community organizations
- Conduct a Community Needs Assessment in 2022
- Address needs of teens in programming, collections, and meeting space designed for them
- Foster an environment of diversity and inclusion in all aspects of BCL