

## Long Range Plan for 2021-2024

Progress toward Long Range Plan is in red (2021)

Progress toward Long Range Plan is in blue (2022)

### Mission Statement

The Mission of the Robesonia Community Library is to serve the community by providing access to materials, technology, and programs for patrons of all ages so that they may utilize the power of information by:

- Fostering enjoyment of reading & learning
- Develop informational literacy and acumen
- Enhancing engagement between the library and the community and within the community itself

### Vision Statement

The Robesonia Community Library seeks to build an informed, equitable, and discerning community.

### Goals and Objectives for 2021-2024

#### FUNDING & ADVOCACY

**Goal 1: The Robesonia Community Library will be at a net-zero or higher budget to meet its goals and objectives for library services in 2021-2024.**

#### Objectives:

- 1.1 Increase circulation and technology usage, which correlates to state and local funding the library receives each year.

#### Strategy:

- Reach out to the Robesonia Community Residents by including timely and informative articles about the library activities in the quarterly Robesonia Borough Newsletter, reaching 2000 residents, as well as other local media.
  - Contributed information about the library in the Robesonia Borough newsletter (done in 2022)
- Engage library visitors through digital media by promoting the library, its materials, and library events on digital media platforms.
  - Promoted library events and made library related posts on the library's Facebook page (done in 2022)

- 1.2 Progress relationships with our surrounding community & municipalities within our service area including but not limited to: Robesonia Borough, North Heidelberg, and Heidelberg Townships.

#### Strategies:

- Inform them of library events and activities through library communications.
  - Collaborated with Robesonia's Playground Program in the summer to offer them programs through the library
- Attend public meetings, as applicable.
  - Board members attended council meetings for the Robesonia Borough, Heidelberg Township, and North Heidelberg Township (done in 2022)
  - Board member, Carol Werkheiser, was appointed to be borough liaison for the Robesonia Borough

- Carol Werkheiser was still the borough liaison in 2022

1.3 Collaborate with the Friends of the Library.

**Strategy:**

- Work in partnership with the Friends of the Library for events and fundraisers.
  - Friends of the RCL held their Fall Book Sale (done in 2022)
  - The Friends of the RCL organized a t-shirt sale, t-shirts are currently being sold in the library (continued in 2022)
  - Friends of the RCL held a Spring Book Sale
  - Advertised the Friends Garden Tour, Longwood Gardens bus trip, and their history talk

1.4 Explore grants available to libraries to enhance and expand our programming and services.

**Strategies:**

- Look and apply for grants particularly in the area of arts and humanities for children, pre-teens, teens, adults, and seniors.
- Look and apply for grants related to upgrade and expansion of technology and its usage.
- The director, Youth Services Coordinator, and Board Vice president met in the early winter 2021 to discuss possible needs for grants for tech or programs

1.5 Continue to utilize funded & non-funded assistance offered by the Berks County Public Library Systems.

**Strategies:**

- Publicity for programs.
- Creation and printing of Annual Report
  - Director finished 2021 Annual Report (done in 2022)
- Explore other options available for member library's use including printing, processing, etc.
  - Utilized Midwest's VIP processing for DVDs (done in 2022)
  - Ordered items from Ingram and sent in items to be processed (done in 2022)

## **PUBLIC AWARENESS**

**Goal 2: The Robesonia Community Library service area will inform patrons and potential patrons about library services and programs.**

**Objectives:**

2.1 Enhance awareness of Library services and programs.

**Strategies:**

- Include information on the Library and services in local publications, promotional materials, and on digital media platforms.
  - Had yard signs printed and distributed to promote programs and Summer Quest (done in 2022)
  - Distributed press release for library's VOICES program
- Promote the Library's digital media platforms by referring to it on all promotional materials.
- Collaborate with the local school systems on Library events & activities.
  - Contacted Conrad Weiser High School and Middle School Librarians to share library events and activities (continued in 2022)
  - Shared VOICES program information with Conrad Weiser guidance counselors (done in 2022)

- Promote the Library by participating in community events such as the Community Easter Egg Hunt, the Street Fair and Jack Frost Parade.
  - Had a table set-up at the Robesonia Street Fair (done in 2022)
  - Handed out flyers at the Jack Frost Parade with the Castaneda float
- Inform Municipal funding bodies (Heidelberg Township, North Heidelberg Township, and Robesonia Borough) of Library changes and programs by:
  - Send a mid-year president's report to the municipal funding bodies (Heidelberg Township, North Heidelberg Township, and Robesonia Borough) regarding significant activities and developments.
  - Include an article in the Borough of Robesonia quarterly newsletter. (done) (done)
  - Include an article in publications produced by Heidelberg and North Heidelberg Townships. (done) (done)

## COLLECTION AND DEVELOPMENT

**Goal 3: The Robesonia Community Library will enhance library services by providing new materials, events, and regular programs.**

### Objectives:

3.1 Enhance Library services through circulation materials.

#### Strategy:

- Continue to improve the collection to meet a wide range of community interests, including attention to books, audiovisuals and magazines.
  - Grew our graphic novel collection in response to interest in the collection
  - Added a Library of Things collection
- Develop & maintain an Amazon Wishlist of desired materials. (done on Amazon and Ingram) (continued in 2022)

3.2 Provide greater outreach to senior patrons, such as to our homebound patrons and/or assistant living facilities in our catchment areas.

#### Strategy:

- Continue senior outreach which was initiated in February of 2007 by delivering all types of library resources including audio and large print books to Furnace Creek Manor Senior Apartments.
  - Kevin Kurtz of Furnace Creek Manor has been picking up library materials for Furnace Creek due to restrictions on visitors. (continued in 2022)

3.3 Collaborate with Conrad Weiser Schools to promote our programs and services.

#### Strategies:

- Distribute posters and promotional materials in the schools.
  - Sent flyers and poster of our events to the middle and high school librarians (continued in 2022)
- Collaborate with Conrad Weiser school librarians.
  - Our Youth Services Coordinator and Wernersville Public Library's Youth Service Coordinator visited the high school to promote events and services at each library, also handed out library card applications
    - Done in 2022 with Wernersville and Womelsdorf's Youth Services Coordinators
  - Hosting a program at the high school library with Wernersville's and Womelsdorf's Youth Services Coordinators for the high school students

- Seek opportunities to partner with the school district such as meetings with parents during kindergarten registration; giving SRP information to classes in elementary and middle school; utilizing the senior high media specialist in our efforts to reach out to teens in the service area.
  - Youth Service Coordinator went to Conrad Weiser West Elementary during Kindergarten Registration and board members went for the school walkthrough for the other grades
    - Youth Services Coordinator went to Meet the Teacher night at Conrad Weiser West Elementary

3.4 Provide an assortment of activities and programs for patrons, including children, teens, and adults of all ages.

**Strategies:**

- Evaluate, vet, and re-develop programming for such activities as:
  - Family activities (e.g. Family Book Club and Family Movie Night)
    - Family Movie Night and Crafternoon offered (continued with these programs in 2022)
    - Craft packs distributed throughout the year
  - Baby, toddler and preschool programs.
    - Little Friends Story Time offered (virtual, outdoor, and indoor based on restrictions)
      - Story time offered indoors in 2022
    - Youth Services Coordinator visits Little Peoples Nursery School once a month for a Pre-K story time (continued in 2022)
    - Youth Services Coordinator visits Friday's Child West once a month for a Pre-K story time
  - Evening activities for school aged children.
    - STEM time/Build and Play and Art Attack offered
      - Continued in 2022
  - Teen activities
    - Teen Time offered (virtual, outdoor, and indoor based on restrictions)
      - Teen time continued in 2022
    - Teen Book Drops distributed throughout the year
      - TBD's given out during summer and winter
  - Participate in One Book, One Community county-wide program
    - Books given out during story times and at the circ desk. Books were also given to local preschools
- Ensure offerings for Diversity, Equity, and Inclusion programming
  - Started VOICES program cohosted with the LGBT Center of Greater Reading
    - Continued in 2022

3.5 Enhance the Library's volunteer base by identifying areas of volunteer service opportunities.

**Strategies:**

- Continue to use adult volunteers. (done) (done)
- Utilize students from CWSHS who are fulfilling their Community Service requirements.
  - Student volunteered over the summer
  - Students volunteered over the summer and during the school year
- Utilize Boy Scout/Girl Scout troops to help with special program needs.
  - Boy Scouts helped the Friends with their Fall Book Sale

**LIBRARY TECHNOLOGY**

**Goal 4: The Robeson Community Library will continue to provide access to computers.**

**Objectives:**

4.1 Assist patrons, particularly our senior patrons, with learning about and using technology.

**Strategy:**

- Promote virtual training tutorials.
- Provide one-on-one assistance with library computers & technology.
  - Library aides assist patrons with library computers (done in 2022)
  - Library aides assist with the Libby app

4.2 Upgrade computer equipment as necessary and in keeping with the annual budget.

**Strategy:**

- Evaluate hardware and software regularly for necessary upgrades.
  - PCs were donated by UGI and installed by Jeff Smilko

4.3 Follow System Guidelines and policy mandates for Computer and Internet use.

**Strategy:**

- Maintain the filtering software on all of the Internet computers.
- Review and update the Internet policy governing its use by the public.

## EDUCATION AND TRAINING

**Goal 5: The Robeson Community Library will encourage staff to participate in educational opportunities which may be offered by the Berks County Public Library System, the Pennsylvania Library Association, B.C.L.A., etc.**

### **Objective:**

5.1 Continue to explore and encourage attendance at staff development opportunities, for Library Director, Library Staff, and the Board of Trustees

### **Strategy:**

- Take advantage of classes, workshops and conferences offered to update staff's skills and knowledge and, in turn, meet requirements of the System to participate in continuing education opportunities.
  - The Director completed New Director Orientation
  - The Director and Youth Services Coordinator attended webinars from BCPL and OCL

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