Strategic Plan 2024 – 2028

Approved by the Library Board, December 13, 2023

A Message from the President, Pleasant Hills Public Library Board of Trustees

The Pleasant Hills Library Strategic Plan is the product of many hours of work and thoughtful conversations on the part of the library board members. The board members were guided by patron feedback, historic data, surveys and the insights gained by anticipation of future community needs. After many monthly meetings the resulting SWOT analysis was used to shape our strategic plan. The Strategic Plan was approved and adopted by the board on: December 13, 2023.

We look to the future of Pleasant Hills Library with an enthusiasm focused on community need. We invite the community to lead us as we support community need!

Sincerely,

Rita Westerbeck – President

PLEASANT HILLS PUBLIC LIBRARY 2024-2028 VISION STATEMENT

The Pleasant Hills Public Library will be our community's gateway for information, inspiration, and intellectual pursuits through multimedia resources, expert staff and high-quality programs that involve patrons, community partners and volunteers in a welcoming environment.

MISSION STATEMENT

The Pleasant Hills Public Library is our community's resource center for lifelong learning, leisure, and creativity.

Strategic Goals for 2024-2028

Strategic Goal	Key Objectives/Initiatives (Specific tasks/activities that would help meet the strategic goal)	Desired Outcomes (Measurable expected result of successfully implementing the initiative)	METRICS TO USE Responsibilities
Continue to foster creativity, education, and life-long learning	Create better marketing to promote existing all ages and all abilities programming for our community	Increased attendance of existing programs	Attendance at programs and events; compare annual statistics
	Periodically assess community needs to ensure programming is inclusive, dynamic, and relevant to community	Continue to offer relevant programs that matches survey responses and community needs	Annual surveys- online and paper (Staff & Board)
		Increase the variety of programs being offered	Annual statistics (Staff)
	Use virtual programming to increase access to programming	Engage new community members who have not previously attended in-person programming	Statistics, online vs. in-person attendance
Maintain a judgement-free, welcoming, helpful staff and atmosphere	Continuing education and training for staff	100% participation by staff	Reports (Staff)
	Review current policies to maintain welcoming, judgement-free atmosphere	Review every two years and revise, as needed	Board Administrative Committee
	Create an online survey to seek feedback from library patrons, to be given out with books checked out	Achieve an average rating of 4-star patron satisfaction (1-5 scale)	Statistics from surveys (Staff and Board)

Promote community partnerships	Increase involvement of high school students, scouts and other outside organizations with the library	Regular collaboration on programming and special events	Statistics and reports (Staff and Board)
	Increase partnerships with other local libraries	Shared programming to minimize competition and facilitate greater attendance	Reports (Staff and Board)
Secure and maintain library funding	Increase partnerships with local businesses and large regional corporations by leveraging current ranking	Gain at least one new partnership	Finance committee (Board with Staff help)
	Advocacy for library funding	Meetings with elected officials, letter writing	Staff and Board, when needed (ACLA)
	Research organizations that might provide grants and/or donations to local libraries	Submit at least one new proposal	Board with Staff help
	Initiate a business campaign		Board and Staff
Manage and develop the existing library environment	Anticipate the needs of patrons	Explore quiet and or sensory areas/hours	Results of surveys (Staff)
	Prioritize interior improvements	New circulation desk and floor plan revision. Including but not limited to, new lighting, additional storage	Staff with Board help
	Investigate exterior signage	Borough permission, costs, location of electronic signage or conventional	Board with Staff help

Continuous improvement of technology, resources, and programs	Explore new technologies that our patrons might need	Tech help for patrons	Staff
		Explore new technologies	Board
		Staff training on new technology	Staff
		Update our technology as new tech proves viable	Staff (EIN help)
		Explore learning tools for children	Staff

We Believe:

● … a free public library promotes education and is essential to the public good.

● … in the basic principles of intellectual freedom and of the open exchange of information and the importance of an informed and literate community.

● … all library patrons have privacy, confidentiality, intellectual freedom and equality.

● … our library facilities, resources and programs must be physically accessible to all.

● … in maintaining a safe and positive environment.

● … in providing resources and services that contribute to life-long learning and nurture the joy of reading in people of all ages.

● … in excellence and support creative ideas and innovative solutions in our services, programs and collections.

● … in providing our staff with challenging opportunities to develop professionally in order to contribute to the success of the library and the community.

● … in the power of collaboration and pledge to be good partners with our communities and schools.

● … we must be accountable to the Pleasant Hills community for the services that we provide.

● … our library should exercise responsible stewardship of resources.