



**Lansdowne Public Library**

**2015 Strategic Plan**

***5 Year Outlook***

---



## **Table of Contents**

Introduction.....	3
Life-Long Learning.....	4
Connect to the Online World.....	5
Early Literacy.....	6
Comfortable Spaces.....	7
Find, Use and Evaluate Information.....	8
Addendum 1: Survey Data.....	9
Addendum 2: Community Forum Feedback.....	11
Addendum 3: SWOT Analysis.....	12
Addendum 4: Demographic Data.....	14



## **Introduction**

We are pleased to present the Lansdowne Library Strategic Plan 2015-2020 to meet the community's changing needs and expectations. The Library is prepared to lead the way in providing innovative services and learning opportunities to residents of all ages. This five-year plan is a blueprint for meaningful change that addresses current economic realities, anticipates the future and builds on strengths of both the library and the community. We invite you to learn more about the Library's refreshed vision and our plan to provide you with opportunities for learning, enjoyment and exploration.

Marie Campuzano, President  
Lansdowne Library Board



## **Satisfy Curiosity- Lifelong Learning**

***Community members will have opportunities, programs, spaces, & resources to learn, grow, and satisfy their curiosity.***

- Evaluate and expand our collection to meet the evolving needs of the community—with particular attention to electronic titles.
- Offer Personal Development Workshop series (one per month) beginning December 2015 and running Jan – June. These sessions will speak to the areas of parenting, personal finance, education, lifestyle or health and aging, led by either in-person subject experts or trusted online entities.
- Provide clear opportunities for library users to share their thoughts on our programs and services through in-person and online channels (such as social media), “How did we do” feedback cards, and a formal survey in the Fall of 2017 to check our community benchmarks.

***Community members will discover the fun of lifelong learning through a wide range of programs and resources targeted to different age groups***

- Nurture and expand our varied activity driven programs such as our gaming and book clubs, History Forum, film series, crafting/making programs and love-of-reading activities to provide opportunities for recreation-based stimulus and to satisfy expressed user interests.
- Offer regular monthly tablet PC guided exploration sessions in the areas of device maintenance, library resource access, app stores/retail space navigation, storage and other best-practices for digital-novice patrons. These sessions will foster play and experimentation with the evolving landscape of portable technology engagement and demystify perceived technological barriers to personal growth.
- Institute an in-house tablet-PC loan policy and program to enable expanded, non-programmatic use of the devices.
- Utilize web presence and simple print collateral to share "check this out" content promoting emerging resources in educational, informational, entertainment and personal development areas.
- Ensure community awareness and discovery of programs and resources through event-point signage, in-house advertisement, and through a revamped, comprehensive and aggressive direct educational and community organization outreach including, but not limited to, LEDC events, borough events and local holiday celebrations.

***Community members will have the opportunity to connect and engage in conversations with one another to broaden their horizons***

- Advance plans to expand available multi-use workspace readily available to patrons, and revise Bany room layout/furnishings to create space for dedicated, unobtrusive small group work when not in program use.
- Produce and promote ‘common interest’ programs such as Chess, Scrabble, History Forum, Social Needle Networking and book clubs to attract greater community engagement. Additionally, develop ‘common interest’ offerings such as health and cooking demonstrations, local author-based events, social/fundraising activities, live-action roleplaying events, themed



film series and hands-on tech fairs.

### **Connect to the Online World - Public Internet Access**

***Community members will have free, easy, reliable, high speed access to online resources.***

- Test speed and efficacy of our wired and wireless networks regularly to ensure ready access and high-speed connectivity.
- Provide ready access to online resources through public-facing PC terminals and an in-house laptop/tablet PC loan program. Moving forward we'll seek funding sources to expand the number of terminals/PCs available.
- Regularly survey and mirror county and state best practices in patron PC installed applications, links and performance.

***Community members will receive training in computer use and internet searching***

- Beginning in Fall 2015, offer monthly "Bring Your Own Laptop" computing skill and software exploration workshops in the areas of basic PC operations, MS Office production tools (broken out by title) and safe internet operations.
- Using 6 newly acquired in-house use laptops, expand the training program to include those without their own computers.
- Devote portion of the library website's "Community" content to vetted, free online PC skill and training modules for self-guided learning.
- Provide staff with regular in-house, hands-on training for key online resources to ensure quality of service for all patron interactions.

***Community members will discover technologies enhancing creativity, collaboration and interactivity***

- Provide a dedicated Career Service/Support area including online employment preparation and location services and hosted webinars, and a formalized resume review service.
- Rebrand "News" section of the library site and use the space for content to broaden the horizons of visitors through connections to relevant digital media in the areas of health, gardening, cooking, technology, games, family and others as identified in existing and future surveys.
- Provide in-house use of newly acquired tablet PCs through a dedicated tablet offering patrons the opportunity to learn and creatively "play" with emerging interactive technology. The portability of the devices promotes interaction and collaboration within the library community and enables development of digital content.
- Present Social Media & Video Conferencing workshops as a part of the personal development series to demystify the technology and share best-practices.



## **Create Young Readers - Early Literacy**

### ***Early childhood educators will have materials, programs, and interactive experiences that support critical and creative thinking in preschool education***

- Support STEAM and other common core pre-K curricular elements with a comprehensive and inclusive physical and digital juvenile collection: born from ongoing consultation with local educators to ensure our Children's programs and evolving collection provide substantial early literacy preschool correlation.
- Expand story time and other innovative library program content to ensure that measures of success serve to promote the cognitive standards which would be upheld in classroom environments: for example, Family Place becomes model for pre-k environment by clearly defining playtime and circle structured learning-time to facilitate activities that promote development in the following 5 areas; Gross Motor skills, Fine Motor skills, Language and Communication, Cognitive Development, and Social/Emotional Development.
- Present a workshop series aimed at early educators in the community to highlight relevant library resources & programs--to more prominently position the library as an educator resource. Guest speakers, such as pediatric nutritionists that would tie into already established programs including Family Place and the library garden, thereby engaging the parents, caregivers and teachers in healthy lifestyle choices: for example, *How to grow your garden*, Fall prep - *winterizing your garden*, as well as *Red Wiggler vermicomposting* that evolved into the '**Book Worms**' → **to Compost** → **to Garden** → **to Harvest** → **to Table** = **the Nutritional Cycle of Life**

### ***Parents and caregivers will receive encouragement and support in practicing early literacy activities to ensure the educational success***

- Strengthen our role as an early literacy educational resource through expanding staff training from the Family Place Training Institute, followed by quarterly series of early literacy workshops and programs for parents and home-based caregivers.
- Provide an enhanced online resource collection and in-house workshop customized for traditional and non-tradition childcare centers to promote educational success outside of the traditional classroom.
- Model behavior and activity through our early literacy programs such as Wee Reads, Book Buddies, etc.—ensuring our approach is explained to parents/caregivers and is replicable in a home environment: for example, during circle time, we use songs and fingerplays to further stimulate childhood development and prepare preschoolers for story time and a lifelong love of books!

### ***Children will have materials, programs, and digital opportunities designed to inspire a love of reading and learning***

- Support the non-partisan PA for Pre-K early learning initiative through displayed information and takeaway literature...all children deserve the opportunity for early intervention.
- Provide daily programs such as *Story time* and *Book Buddies* which focus on direct and co-reading to model behavior and encourage parent/caregiver-to-child bonding through reading.



- Present children (and parents) guiding help and information for the ***Thousand Books Before Kindergarten*** program being launched in Fall 2015, through in-house displays and digital features--heavily promoting reading to newborns, infants, and toddlers.
- Present children and their caregivers opportunities to integrate technology into the early literacy activities through use of the AWE PCs, in-house use tablets and a curated collection of child-focused literacy content on our website's Children's page.

### **Visit a Comfortable Space - Physical and Virtual Places**

***Provide a safe, accessible, welcoming and comfortable physical space for community members of all ages to relax, learn, connect and create***

- Present an open and engaging floor plan which maximizes flexibility and the use of the existing library space—including a dedication to clutter-free workspace and, when not in use for programming, a mandate that the Bany room is arranged in a fashion as to promote small group engagement.
- Provide a relaxing environment with comfortable temperatures, noise levels and furnishings for patrons to utilize and enjoy.
- For patron safety, all common areas and lighting will be unobstructed by debris and kept in full working order.
- Review demonstrated community need against expanded borough staffing and facility costs to validate/invalidate of posted operating hours in an effort to meet expressed access needs.
- Provide patrons a dedicated coffee/tea service in the Bany room to mirror the amenities found in leading public library spaces.

***Steward an enhanced, purposeful, informative and user-friendly digital presence to support evolving information needs and foster a sense of community***

- Curate library's digital footprint for content which is current, purposeful and devoted only to information key to the interests of the library community—no dilution of the message.
- Provide clear and prominent digital signage to promote awareness of key services, policies and programs.
- Optimize (convert/update) our website content for major mobile platforms.

***Explore options for the expansion of physical and digital library spaces in response to demonstrated increased demand for additional services and community spaces.***

- Expand programs beyond the library into spaces relevant to program content, in proximity to those we are trying to serve and/or are culturally significant such as the 20<sup>th</sup> Century Club, Lansdowne Art Space, partner county libraries etc.
- Partner with borough leaders to locate potential spaces for the expansion of patron parking and the physical library space.
- Explore server/storage expansion options for our website to accommodate born-digital media and an evolving web presence which incorporates Web 3.0 initiatives.



## **Understand How to Find, Evaluate, and Use Information**

### ***Community members will receive individualized customer service to locate and evaluate information supported by programs and training***

- Enact annual staff training (in conjunction with weekly staff meetings) to model and inform evolving customer service standards and community-specific service notes.
- Provide regular Information Literacy training for full and part time library staff—with a patron-focused collection of self-guided information literacy training and improvement content.
- Staff members will provide thorough information literacy assistance with each engagement to empower and educate users of all ages and skills within the context of each inquiry.
- Provide Power User trainings sessions for patrons to partner with staff or community members of a higher ability to explore and expand their own skillset. Sessions will be supplemented with take-away materials and certificates of completion.

### ***Community members will have resources that empower decision making and improve their lives***

- Curate physical and digital collections to ensure alignment to highest interest/need areas, as demonstrated by survey results and collection usage data. For example, the evidenced Top Ten Lansdowne Public Library Non-Fiction Circulating Categories (i.e. Food & Drink, U.S. History, & Decorative Arts) will be curated for highest possible visibility & use—mirroring retail approaches.
- Work with other community and regional entities to ensure cross-promotion of events, programs and services attractive to our varied patron base.
- Ensure that all personal development events and workshops are designed to include actionable patron-takeaways for lifestyle integration.
- Provide clear feedback channels for the community to share thoughts on evolving interest areas.



### **Addendum 1: Survey Data**

The following represent the source data obtained from the 2013 patron survey. This data, combined with other informing elements such as usage statistics served as the foundation and inspiration for the strategic decisions and initiatives published in this plan.

<b>How often do you use the Lansdowne Public Library?</b>	
<b>Answer Options</b>	<b>Response Percent</b>
Daily	17.5%
Weekly	31.4%
Monthly	22.6%
Rarely (less than 6xs per year)	21.9%
Never	6.6%

*Table 1 - Frequency of Use*

<b>If you use the Library rarely or not at all, why don't you use the Library more?</b>	
<b>Answer Options</b>	<b>Response Percent</b>
Buy Books/Magazines	22.2%
Limited Collection	3.7%
Computer/Internet at Home/Work	53.7%
Inconvenient Location	9.3%
Use Another Library	18.5%
Use Online Library Resources	13.0%
Not Aware of Library Services	11.1%

*Table 2 - Lack of Use Explained*

<b>Which of these topic areas are of importance to you?</b>	
<b>Answer Options</b>	<b>Response Percent</b>
Art/Culture	50.0%
Computer/Technology	32.5%
Home/Garden	39.7%
Business	15.9%
Current Affairs	35.7%
Personal Growth/Self-Help	34.1%
Career/Employment	26.2%
History/Genealogy	34.9%
Health/Fitness	38.1%

*Table 3 - Topics of Importance*

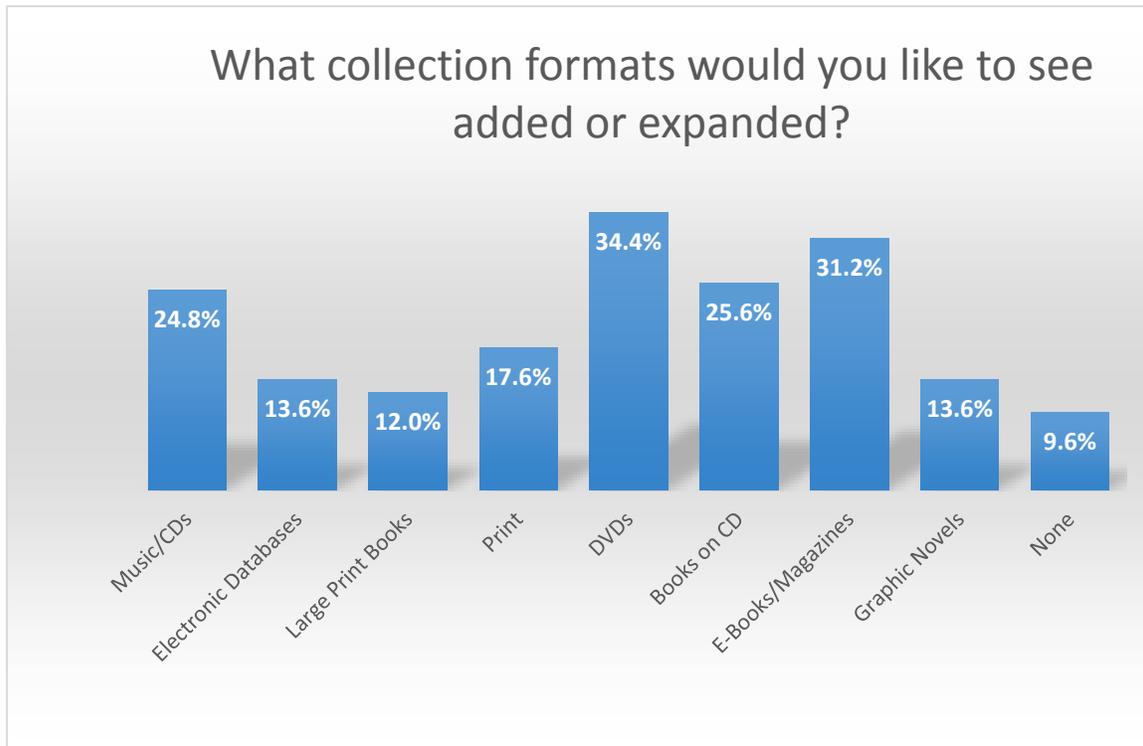


Table 4 - Formats of Interest

What programs or services are of interest to you?	
Answer Options	Response Percent
Adult	50.8%
Senior	20.8%
Teen	15.4%
Children	27.7%
Technology/Classes	20.8%
Film Screenings	33.1%
Book Discussions	27.7%
Author Events	26.9%
Coffee Cafe	45.4%
Reading Area	23.1%
Research Help	11.5%
Book Recommendations	30.0%

Table 5 - Programs/Services of Interest



## **Addendum 2: Community Forum Feedback**

Below is a summary of the responses given at the 2014 Community Forum:

### ***Q1: What current library services/programs are valuable to the community?***

**Circulation:** Balance of technology and print

**Children's programs:** "Children's' programs are instrumental. If we can instill a love of reading and learning at a young age it will stay with the child forever and carry through into all parts of their lives."

**Computer/Internet Access:** "Can't emphasize enough the importance of the library providing access to and education in the use of technology."

**Physical Space:** "Somewhere to relax" "Having a place to be able to access information for work and recreation" "Community meeting space"

**Programs:** History Forum, movie nights, teen activities, and community organization events

### ***Q2: What are the key attributes needed to ensure a successful future for the Lansdowne Library?***

**Collection:** "should support key community needs and interests" "More digital offerings"

**Community:** "Visibility at community events" "Greater partnership with local organizations and schools"

**Funding:** "Borough and State funding" "Locate additional streams of support"

**Programs:** Expand resources for kids, teens and older adults; job services, and the Arts"

**Promotion:** "Promote existing programs better" "Expand library's reach"

**Space:** "Continue to provide safe comfortable service" "More space for library and parking"

**Technology:** "Staying on the edge with technological advances"

### ***Q3: What do you see as the trends/opportunities in our community for the next few years?***

- "Aging population that is unable to afford high taxes."
- "Demographic changes"
- "Economic Development"
- "Erosion in sense of community"
- "Residents with school age children leaving"
- "More people coming into the community- Arts Festival/ Farmers Market"
- "Growing arts community"

### ***Q4: What ways can the library can strengthen the Lansdowne Community?***

- "Host community group activities"
- "Strengthen relations with community groups"
- "Promote, promote, promote"
- "Provide meeting spaces for collaboration"
- "Technology skills/classes"
- "Job searching assistance"
- "Support economic development"



### **Addendum 3: SWOT Analysis**

#### **Comfortable Spaces**

##### Strengths

Cozy  
Attracts patrons  
Attractive  
Staff service-oriented and welcoming

##### Weaknesses

Collection not conducive to browsing  
Limited parking  
Limited meeting rooms  
Cramped space  
No separate areas for children, etc.  
No dedicated education/training space  
Insufficient staff space  
Bldg. not expandable  
Lighting

##### Opportunities

Rearrange/Reprioritize space based on use  
Capital Campaign  
Virtual services- classes, databases, collection,  
etc.- need to market these resources

##### Threats

Book stores  
Amazon  
E-books  
Newer libraries in area  
Home use of computer w/o need to use library

#### **Internet Access**

##### Strengths

Equipment  
Expertise (staff)  
Tutorials  
DCLS resources  
Privacy filter  
Reservation system for computers  
Patron interest/usage  
Wi-Fi  
No bandwidth issues

##### Weaknesses

High usage at certain times when unable to meet  
demand  
Limited IT resources from Library/DCLS

##### Opportunities

Funding sources  
Partnership opportunities for training (i.e. DCCC)  
Laptop software for patron use

##### Threats

Personal computer hardware more readily  
available (i.e. smartphones, IPADS, etc.)  
Alternative access to internet (cafes, school,  
work, bookstores, etc.)  
Changing technology



### **Life-Long Learning**

#### Strengths

Programs:  
No Place for Hate  
History Forum  
Book clubs  
Chess, Scrabble, knitting

Workshops: E-book use  
ILL (interlibrary loan)  
Collection- electronic/print

#### Opportunities

Wealth of community resources/skills  
Use of other space in Lansdowne  
Collaboration with schools, businesses, organizations

#### Weaknesses

Need better understanding of patron needs (topics)  
Limited staff, resources, space  
Hours/access- at time of need?  
Limited marketing of library resources  
Limited targeted programming  
Perception of program balance (adults/seniors/youth, children)

#### Threats

Competing offerings by other organizations  
Internet  
PC ownership

### **Early Childhood Literacy**

#### Strengths

Strong program exists  
Strong support from public  
Excellent staff – expertise

#### Opportunities

Partnerships with preschools/daycares  
Specialized focus (i.e. autism)

#### Weaknesses

Limited/specialized staff

#### Threats

Declining children population

### **Understand How To Find, Evaluate, Use Information**

#### Strengths

Public computers  
Nonfiction collections  
Databases  
Wi-Fi  
Skilled staff to navigate  
Referral sources  
Robust children’s program

#### Opportunities

Add information literacy to children’s programs  
Partnering opportunities  
Internet

#### Weaknesses

Need to identify need/skill level of population  
Demand vs. Need- How to provide based on user needs  
Need for tutorials/training  
Lack marketing of these services

#### Threats

Perception of library  
Lack of awareness of library resources  
Changing resources  
Changing technology



### **Community Resources**

#### Strengths

Library website includes some local resources  
Social media capabilities  
Engaged audience  
Skilled community members  
Lansdowne local history resources at library

#### Weaknesses

Local organization information not available in one place i.e. Borough website, county website.  
Archival material not organized/accessible

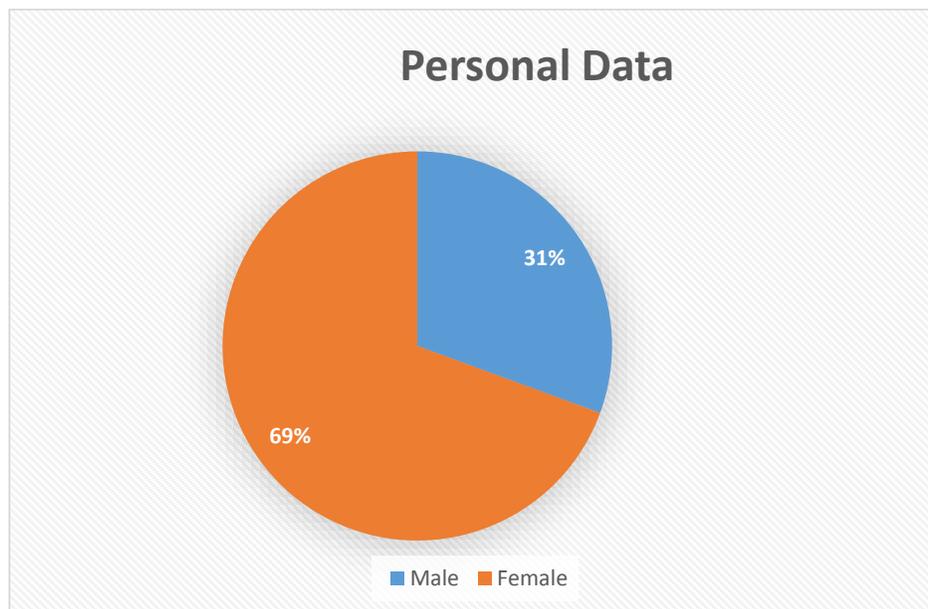
#### Opportunities

Student archivist from area university  
Create pathfinders- i.e. how to research history of your house  
Partner with Borough  
Provide electronically access to local newsletters  
Highlight/link to local resources  
Lansdowne, Delaware County, PA State Government

#### Threats

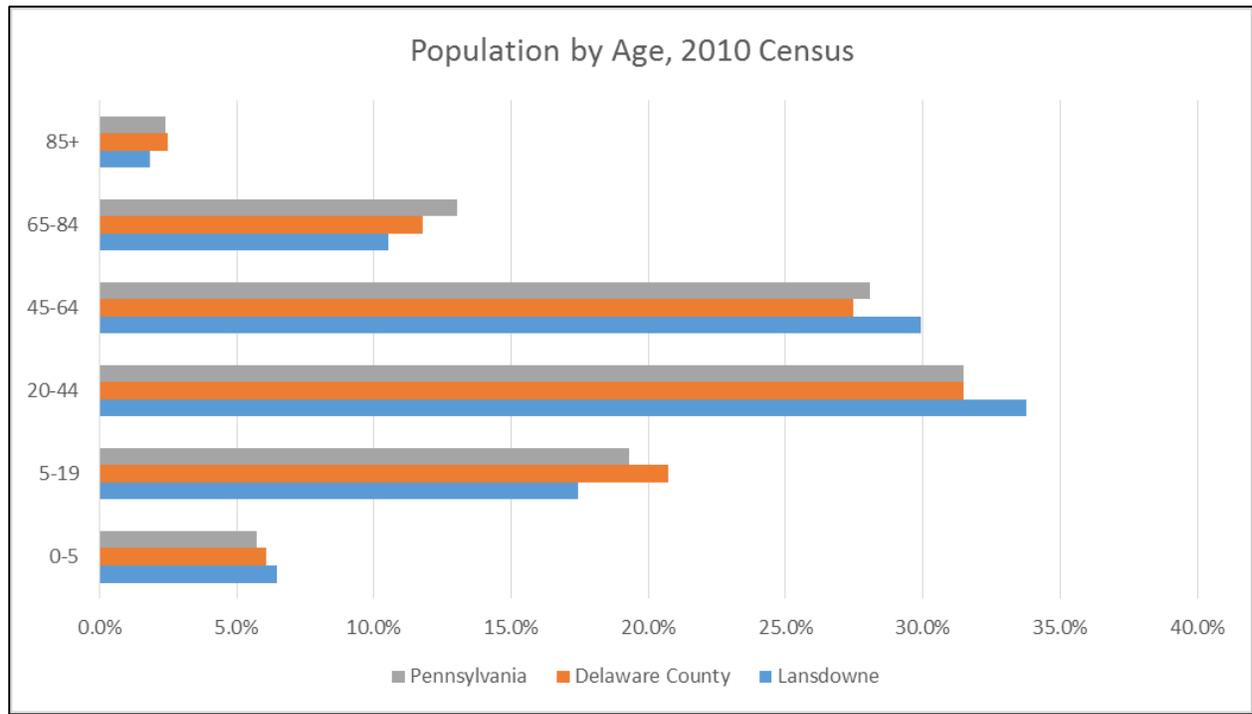
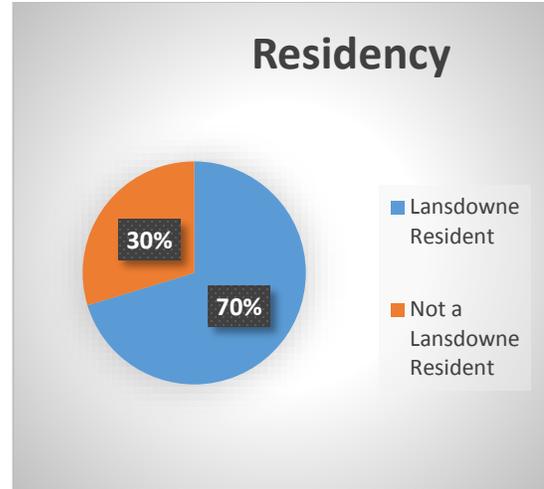
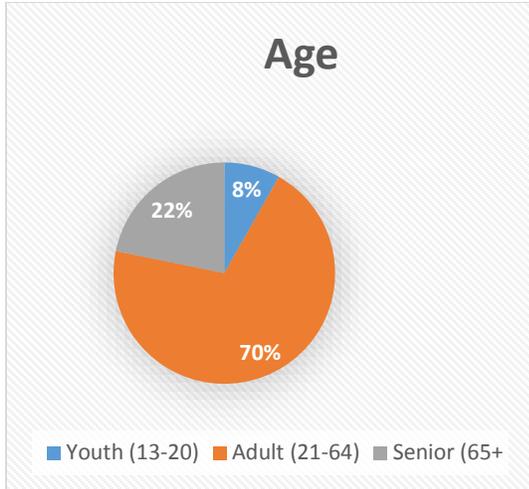
Overlap/redundancy

### **Addendum 4: Demographic Data**





# Lansdowne Public Library Strategic Action Plan





Lansdowne Public Library  
Strategic Action Plan

