

Executive Summary
STRATEGIC PLAN
Adopted April 2013



UPPER MORELAND FREE PUBLIC LIBRARY
109 Park Avenue
Willow Grove, PA 19090

Margie Repka-Peters, Library Director
Len Moskoff, President, Board of Trustees
James M. Rubillo, Chairperson, Strategic Planning Committee

To the Upper Moreland Community:

It is my sincere pleasure to present, "A New Strategic Plan".

Changes in how people access and use information to interact with one another, and in the resources, tools, and capabilities needed to operate effectively in today's society require new approaches to the services and resources that the UMFPL provides to its patrons. In view of these societal changes, and to manage the progress of the library, this strategic plan has been developed. It provides a roadmap for the trustees (current and future) of the library to achieve the vision described in the plan. It defines the library's goals and benchmarks that will be used to assess the library's progress. It is a living document that will be continually reviewed and adjusted in order to respond to future developments. The vigilance of the trustees in monitoring this plan will result in positive growth and improved physical and virtual services to its patrons. This plan is built upon the solid progress made on the goals and action steps outlined in the document, ***A Long-Range Plan for 2008 to 2013***. We are indebted to the past boards of trustees from 2008 through 2012 for their dedication in achieving that plan's goals. The services and programs offered by UMFPL now are more vibrant, efficient, varied and technologically up-to-date than they were in 2008. However, the challenge for further improvement continues. The strategic planning committee developed the plan from its own talents and resources. In this way, the committee avoided the expense of hiring outside professional services and consultants, yet the resulting plan is complete, thorough, and realistic. We are very proud of our trustees, library director, and library staff for their work and dedication in developing this plan. We thank Jim Rubillo, Chairperson of the Strategic Planning Committee, for his keen insight and leadership in this effort. Congratulations on a job well done!

LEN MOSKOFF, President 2013, UMFPL Board of Trustees

BOARD OF TRUSTEES

Officers:

Leonard Moskoff, President

James M. Rubillo, Vice President

Richard Booth, Treasurer

Bernice Keebler, Secretary

Trustees:

Thomas J. Almerini

John Connell

Shone Fix

Linda Jones

Mary Mannix Meister

Erik Molt

Mary Schroeder

Commissioner:

Kevin Spearing

Lisa Romaniello

To the Upper Moreland Community:

For over 55 years the Upper Moreland Free Public Library (UMFPL) has provided information, entertainment, and personal growth opportunities for the Willow Grove area. Surveys and community input have continued to indicate that our residents value and appreciate the library's resources and services. However, the rapid changes in technology, community expectations, and the explosion in new sources of information make it essential that the library evolve and change. New programs and services must be provided if we are to better serve this community. In order to focus and expedite the evolution of the UMFPL, the Board of Trustees has again engaged in a strategic planning process. This document, The UMFPL Strategic Plan (adopted Feb. 2013), is the result of our most recent strategic planning activity.

The process began over a year ago when the UMFPL staff and Board of Trustees "scanned the environment." We asked our patrons and community residents to provide input into on the current services of UMFPL and to suggest ways of better serving its patrons. UMFPL staff and board members read articles and books on emerging trends in library service and operation. We visited three near-by libraries to learn from their plans and successes. We identified our strengths, our weakness, our advantages and our constraints. These steps led to a review of our vision for the future of UMFPL. What is a vision? Simply stated, a vision is a statement of what we "want UMFPL to become." This vision is bold. The vision is a challenge difficult to attain, but the quest to achieve that vision is worth striving toward. To achieve this vision we determined our strategic priorities and the specific action steps that we plan to take over the next three years.

This document is a living document. Suggestions and ideas from our patrons and township residents are welcomed and appreciated. The UMFPL Board and staff will review and update the plan's progress at least four times each year. We expect that changes and improvement in the library's programs and services will be frequent and incremental. However, we expect that the cumulative effect of these small changes will a better and more relevant UMFPL.

JAMES M. RUBILLO, Chairperson of the Strategic Planning Committee

Strategic Planning Committee

James M. Rubillo, Trustee, Chairperson

Alexandra King, UMFPL Staff

Gerri Brandenberger, UMFPL Staff

Lisa Clancy, UMFPL Staff

Margie Repka-Peters, UMFPL Director

Mary Mannix Meister, Trustee

Mary Schroeder, Trustee

VISION STATEMENT

As a community resource, the library will exceed the informational, recreational, social, cultural, and learning needs of all residents, and become an integral part of the everyday routine of the community.

MISSION STATEMENT

The mission of the Upper Moreland Free Public Library is to consistently improve access to diverse information, advocate for life-long learning, and promote cultural enrichment, in a fiscally responsible manner.

VALUES STATEMENT

- We value courteous and knowledgeable staff members responsive to the changing needs of the residents of the community.
- We value exceptional, constantly evolving collections of resources, services, and programs free to the residents of the community.
- We value a dynamic facility that is utilized by all populations of the community.
- We value serving a diverse population with a wide range of needs and expectations representing all points of view.
- We value the contributions of community volunteers.
- We value the trust placed in us as good stewards of the community's resources.
- We respect the confidentiality of our patrons' account information, requests for information, and online sites they access.

STRATEGIC GOAL PRIORITIES

As a result of our analysis of the ever changing world of library services and community needs, the Library Board of Trustees has adopted five Strategic Goal Priorities. We believe that by focusing our efforts in these five areas, we can more quickly and effectively improve the library's programs and services. Over the next months and years, specific action plans for each of the five strategic goal priorities will be developed, implemented, and assessed.

1. **PUBLIC AWARENESS:** Increase the awareness of the scope and variety of library services, programs and resources and increase library usage among township residents.
2. **TECHNOLOGY:** Expand patron access to technology remotely as well as in the library.
3. **PROGRAM VARIETY:** Expand the number and types of programs offered.
4. **ADVOCACY and RESOURCE DEVELOPMENT:** Network with policymakers and expand efforts in order to raise additional funds.
5. **CORE PRIORITIES:** Provide excellent patron service; Increase participation in programs; and Provide a warm and welcoming library environment for all patrons.