

STRATEGIC PLAN
Adopted JULY 2019



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

Melissa Osborne, Strategic Plan Committee
Juan Suarez Romero, President, Board of Trustees
Margie Repka-Peters, Executive Director

Dear Upper Moreland Free Public Library Patrons,

I'm honored to have been part of the development of the library's newest Strategic Plan. Over the last year and a half, we have asked the community what improvements they would like to see at the library and developed our plan accordingly. This Strategic Plan addresses the ongoing technological advancements of our society and how best to deliver access to everyone we serve. Our plan strives to continue to improve the library physically, virtually, and digitally with a well-informed, educated, and welcoming staff. We want our patrons, young, older, and every age in between, to know that the library is a place that they can go for a variety of programs, tools, and information.

Our hope is that through this plan, the community will see that the library is working for them. Whether that be through educational programs, sharing community information, or capable accessibility, the Upper Moreland Free Public Library can fulfill those needs. This latest Strategic Plan will not only improve ways to let the community know what's happening at the library, but it will show people all the ways the library can help them, even outside of our walls.

In the upcoming years, you will see the library grow and develop to continue to be a necessary cornerstone of our Upper Moreland community. We hope that you will continue to share with us your vision for the library, as we continue to enact the goals that we know the community wants and needs.

Sincerely,



Melissa A. Osborne, Esq.
Chair, Strategic Planning Committee

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Jennifer Solot, UMT Resident

Amanda Mills, UMFPL Librarian

Margie Repka-Peters, Executive Director

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, comfortable, and welcoming 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 GOALS WITH PRIORITIES

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 electronic resources and patron access to technology.
3. **INCREASE ACCESSIBILITY:** Meet patron needs through library operating hours and expand patrons' access to the library building and services with more ADA accommodations.
4. **ADVOCACY and FUNDING DEVELOPMENT:** Develop and maintain relationships with elected officials and the Friends of UMFPL order to raise additional funds.
5. **CORE PRIORITIES:** Improve the library environment, public services, and resources. Ensure strong board development.