



# UMFPL Strategic Plan

## 2024-2027

## CORE PRIORITIES



Upper Moreland Free Public Library's new strategic plan provides a clear focus for the next three years. Our committee analyzed data from the 2023 Community Surveys, focus groups, and stakeholder interviews to establish goals in four core priority areas.

### 1 PUBLIC AWARENESS



Raising public awareness and engagement is integral to increasing individual and community use of the library. UMFPL plans to:

- Increase community outreach
- Improve communication

### 2 ACCESS

Access to the library building and physical & digital resources is essential for users.

UMFPL will:

- Explore paths to increase hours of operation
- Explore digital only card options
- Improve technology connecting people with resources



### 3 PATRON SERVICE

Patron service is one of UMFPL's top priorities. To achieve excellent patron service UMFPL plans to:

- Increase facility usage
- Improve outdoor spaces



### 4 ORGANIZATIONAL DEVELOPMENT

The library strives to continue to grow as an organization with talented volunteer team members! UMFPL plans to:

- Increase recruitment efforts for the Library Board of Trustees, Board committees & the Friends of UMFPL



### 4

### NEXT STEPS

An implementation plan has been developed by the strategic planning committee and Library staff and Board members are responsible to execute goal related tasks.

UMFPL's Strategic Planning Committee is comprised of members of the Library Board of Trustees, library staff, and community volunteers.

The Library's 2024-2027 Strategic Plan was adopted May 2024 by the Board of Trustees.

