



“Our Roots are in Books”

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Strategic Plan 2023—2026

Community—The library will strengthen its role as a vital community resource and partner.

1. Be a center for community services information and resources.
2. Collaborate with community partners to improve access to services and resources

Action Opportunities—Objective One

1. Educate staff to improve their understanding and knowledge of services and resources available in Carmichaels and the Eastern Greene County Area.
2. Connect community service organizations to communicate with each other and work together to develop a shared resource guide for the community.
3. Provide space and opportunities for community members to connect with area service providers to learn about available community services and resources (i.e. hold a community service organization and non-profits fair)

Objective Two

1. Collaborate with local school districts and area homeschool families to identify and implement ideas to facilitate easier use of the library by students and to best support students with space and resources.
2. Identify and implement feasible outreach service opportunities to provide services and collections to senior adult community members outside of the library, focusing on partnerships with the Senior Center and area senior housing locations.
3. Partner with the Greene County Vocational and Technical School to enhance learning opportunities and programs for library users.
4. Partner with the Carmichaels Area Historical Society and the Greene County History Museum through programing and digitization support.

Measures for success

1. Number of educational opportunities provided for staff regarding local resources and services.
2. Increase in collaborations with area partners.
3. Number of events and meetings held at the library to connect community partners with each other and the community.

Services—The library will continue to improve its services with a focus on being inclusive to all members of the community.

1. Develop services and programming that inclusively meet the needs of the community.
2. Increase access to and use of library resources by reducing barriers and enhancing collections.
3. Develop and implement new ideas to make the library a more accessible, exciting, and safe destination for all.

Action Opportunities—Objective One

1. Develop and promote programs and collections that are reflective of the diverse perspectives and populations of the community and world at large.
2. Develop new strategies and programming to promote and grow the love of books and reading among children from birth to high school graduation.
3. Identify and implement programming ideas to provide tweens and teens with opportunities to connect with each other related to their interests that fall outside of opportunities they have at school.
4. Continue to develop adult programming with a focus on areas including civic engagement (voter registration, Census information, etc.), marquee author talks, and community discussions related to community aspirations and challenges.
5. Develop regular methods to gather input and feedback from patrons and the community.

Objective Two

1. Identify feasible options to add digital connect by exploring other vendor/platform options
2. Continue the fine free policy already in place.
3. Create a library amnesty week/month to bring back long overdue and missing materials.
4. Work with patrons having large balances to create a payment plan or volunteer hours to reduce fees.

Objective Three

1. Study data and gather information to consider a reconfiguration of the hours that the library is open.
2. Identify and experiment with opportuntie to draw people to the library by utilizing outdoor spaces.
3. Implement safety measures such as an emergency plan and possibly more security cameras both inside and outside of the library.

Measures for Success

1. Increased number of cardholders
2. Increased circulation
3. Increase in the size of the digital content collections
4. Increased programming attendance.
5. Increased annual visits.

Communication—The library will increase marketing and communications of its services and offerings.

1. Build capacity to expand the library’s marketing and communication efforts.
2. Identify new marketing strategies to increase visits, new users, and awareness of library services and offerings.

Action Opportunities—Objective One

1. Increase both the amount of staff time committed to marketing and communication and the number of staff doing this work.
2. Establish consistent branding and messaging with common tools and templates to aid the effectiveness and efficiency of staff doing this work.
3. Develop a budget for marketing with an initial focus on funding the cost of printing marketing materials.

Objective Two

1. Develop a “Welcome” routine for new users/cardholders.
2. Identify effective communication channels and develop messages to best reach different audiences.
3. Implement easy ways to market the library, including utilizing the sandwich board to promote events and services and communicating “Did you know” snippets to build awareness and word of mouth campaigns.
4. Develop mutually beneficial promotional relationships with local businesses.

Measures for Success

1. Additional staff and staff time dedicated to marketing and communications.
2. Increased library usage statistics.
3. Funds dedicated to library marketing and communication needs.

Capacities—The library will work to increase available resources and capacities to best meet the library’s mission
And goals of this plan.

1. Identify staff capacities, positions, and development necessary to best serve the community and meet the vision of this plan.
2. Work with the board to increase funding.
3. Enhance partnerships with the Friends of Flenniken to increase funding

Action Opportunities—Objective One

1. Perform internal staffing study including gathering information from peer libraries to learn about best practices regarding staffing models.
2. Establish priorities for staff changes or additions related to security, volunteer coordination, outreach, marketing, and maintenance.

3. Identify and support the professional development needs of staff to best serve the community with a focus on safety training and inclusive services education.
4. Develop other opportunities to enhance staff capacity, including creating or incorporating into another position, a volunteer coordinator to recruit and utilize volunteers, or interns. This position will work with the board on volunteer efforts.
5. Identify internal improvements that will increase efficiency.

Objective Two

1. Gather information from peer libraries to learn about best practices regarding library—municipal relations.
2. Support library board development for them to build relationships with municipalities and the county.
3. Develop advocacy messaging to inform the community of all that is unique and remarkable about the library, what it provides the community, and the values of the library.

Objective Three

1. Grow the Friends of Flenniken membership to both increase the pool of volunteers and perhaps a membership fee to join providing revenue.
2. Create a memorandum of understanding between the board and the friends to establish how the two can work together to best support the library.

Measures for Success

1. Increased staffing.
2. Increased funds and volunteer capacity.
More staff training opportunities.
3. Increased engagement of the library board with civic leaders.