



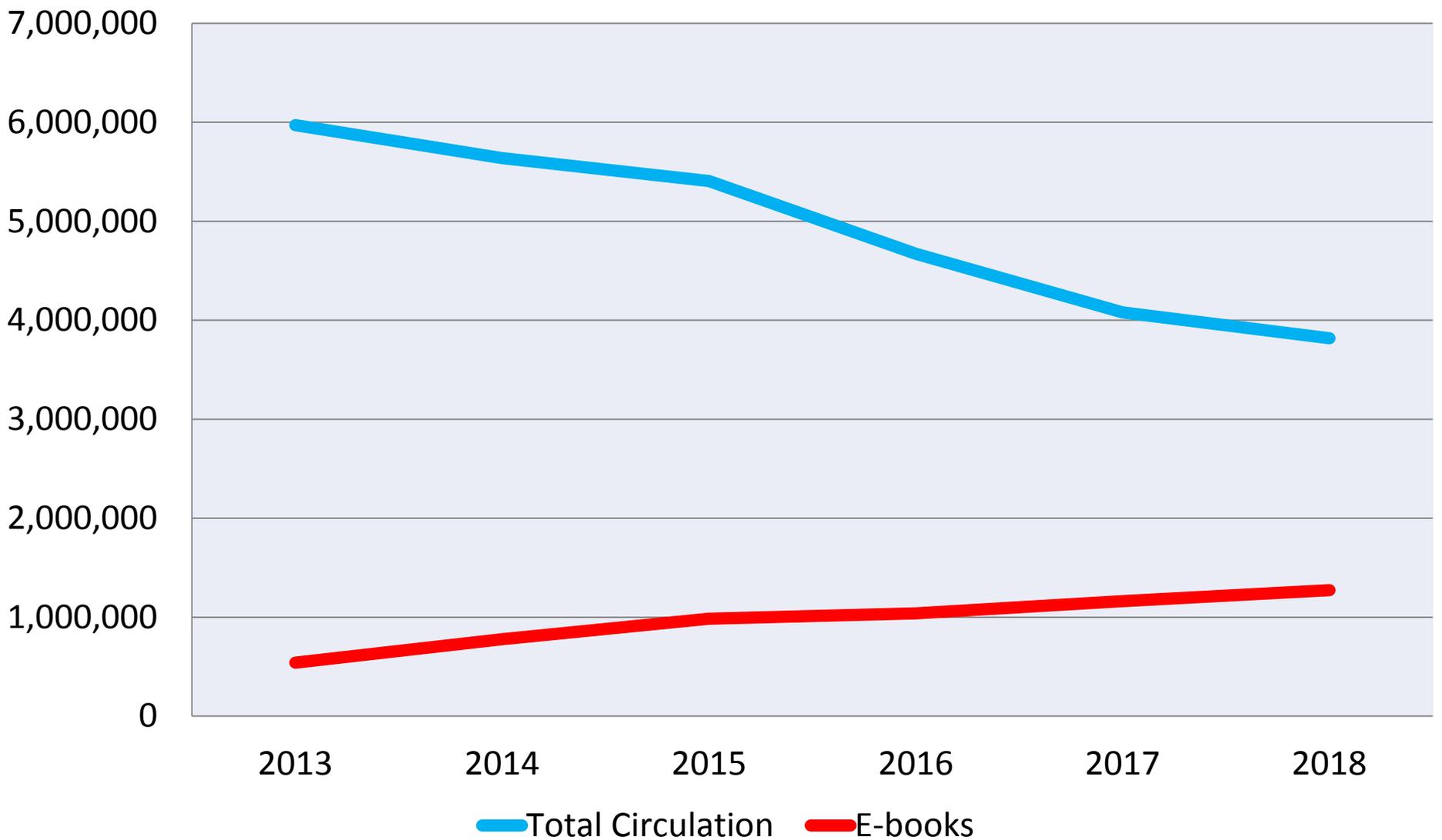
Strategic Planning

A presentation to the New Jersey State Library

Library Leadership Academy

October 18, 2018

Free Library Circulation 2013-2018





MISSION: The Free Library of Philadelphia advances literacy, guides learning, and inspires curiosity.

VISION: Building an enlightened community devoted to lifelong learning.

The Free Library will advance literacy by:

Enabling citizens to reach a level of literacy that allows them to fully participate in the social, economic, and cultural life of the region.

Encouraging family-based literacy so that parents and caregivers become full partners in the educational development of their children.

The Free Library will guide learning by:

Preparing children under five years old to be ready to learn and succeed in school.

Having new Americans view the Library as the gateway to learning and information.

Driving jobseekers to the Library for guidance, information, and support.

Providing small businesses with the tools to launch, grow, and succeed.

Adapting programs and services to reflect the various abilities and learning styles of our customers.

The Free Library will inspire curiosity by:

Enriching the lives of citizens by encouraging civic dialogue, cultural engagement, community participation, and the free exchange of ideas.

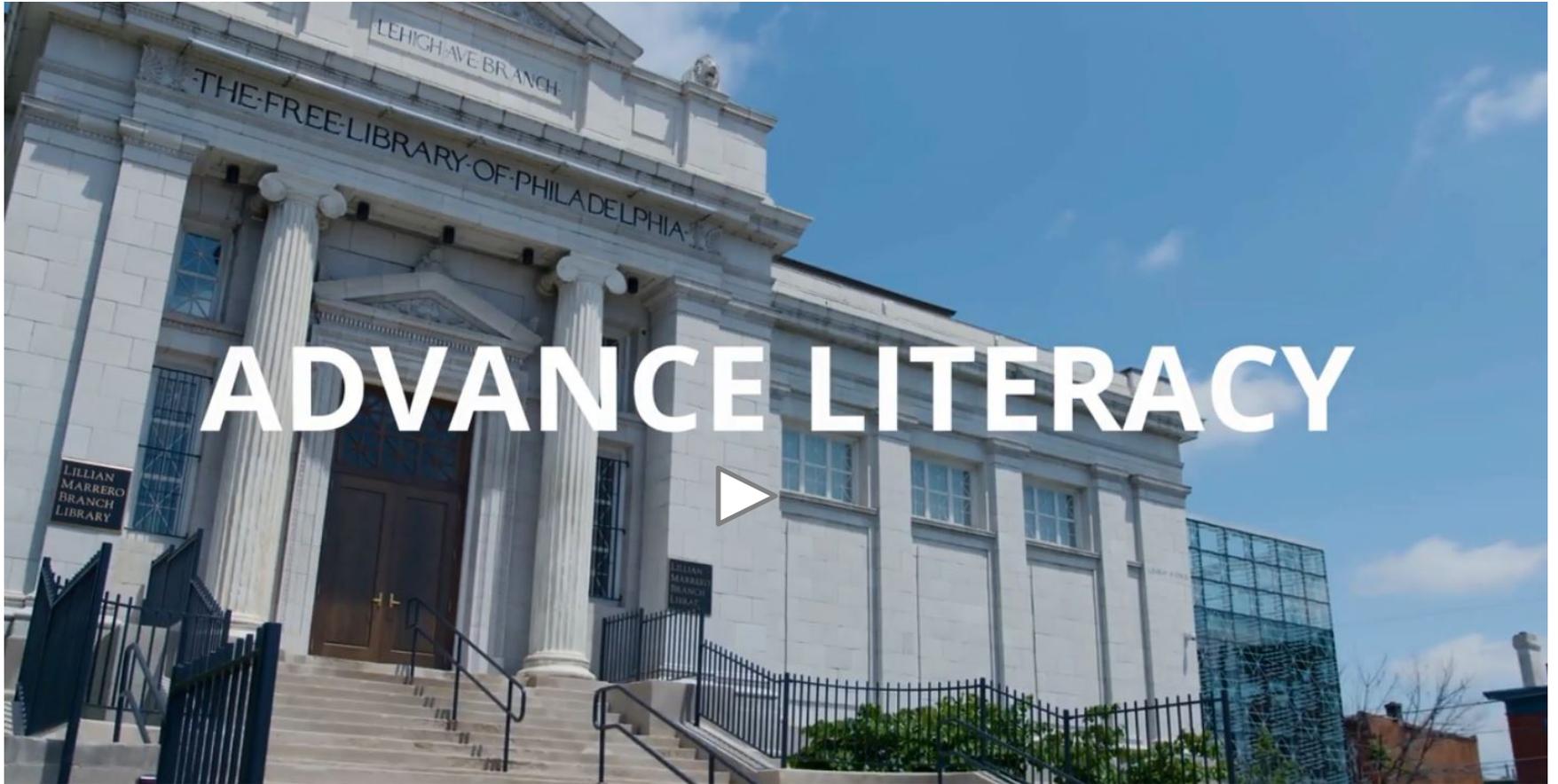
Creating a library environment that anticipates and accommodates the dynamic nature of libraries, information transfer, and the needs of the public.

Encouraging staff to experiment, explore, and challenge the status quo in order to find the best ways to serve the public.

Building a high-performing team and efficient organizational structure that facilitate the highest quality service to the public.

Establishing a governance structure that guarantees expert guidance, maximum efficiency, and broad access.

Strategic Plan 2018-2020



How do you make the plan a reality?





Goal

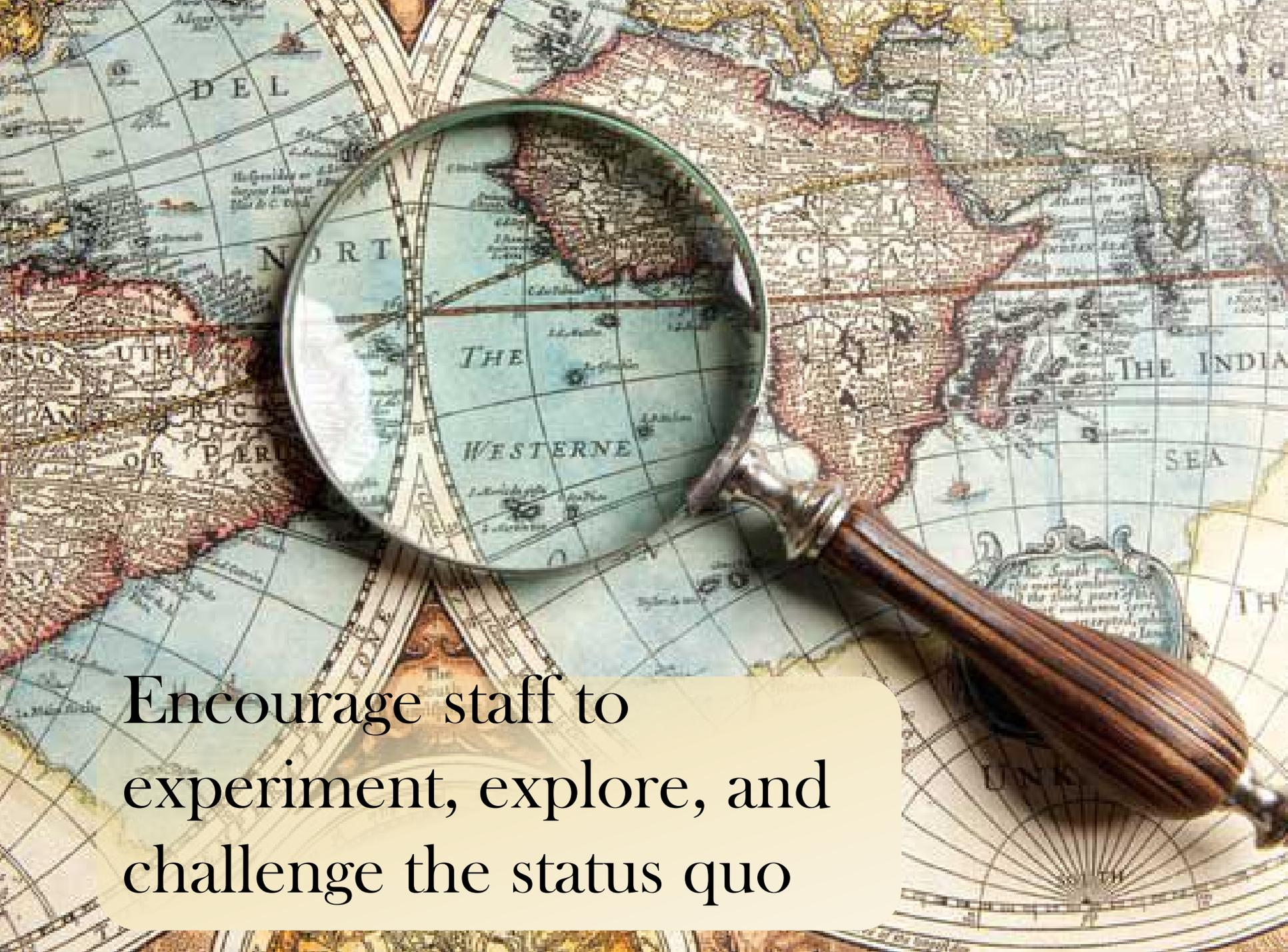
Deliver an exceptional customer experience

Objective

Implement comprehensive training and professional development for all staff with an emphasis on diversity and inclusion

Tactic

Identify and implement five new outreach mechanisms



Encourage staff to experiment, explore, and challenge the status quo

Musical Instrument Collection



Stories Alive



20th and Vine: Author Interviews



Teen Social Justice Symposium

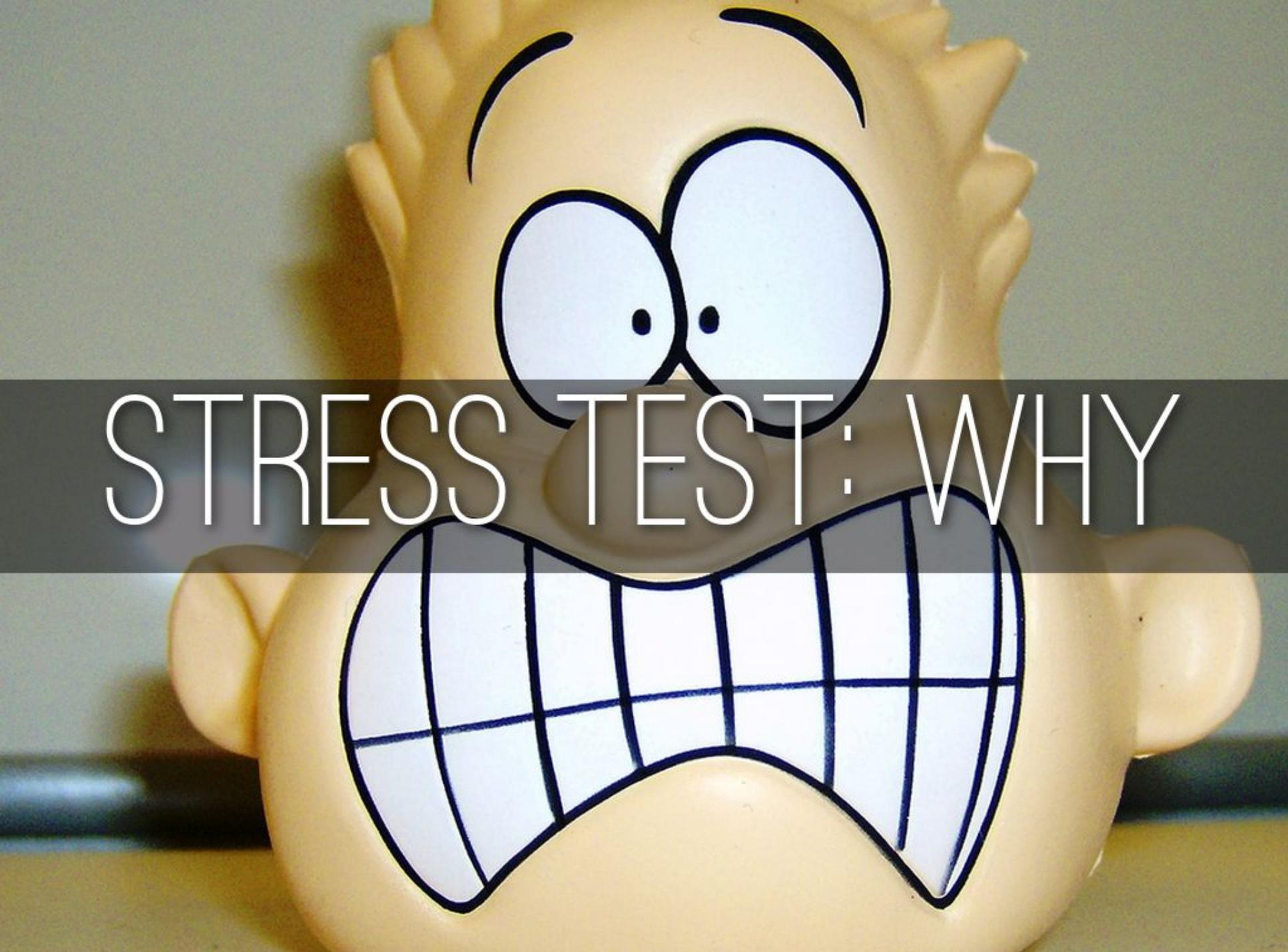


Public Meditation and Yoga



Book Bikes

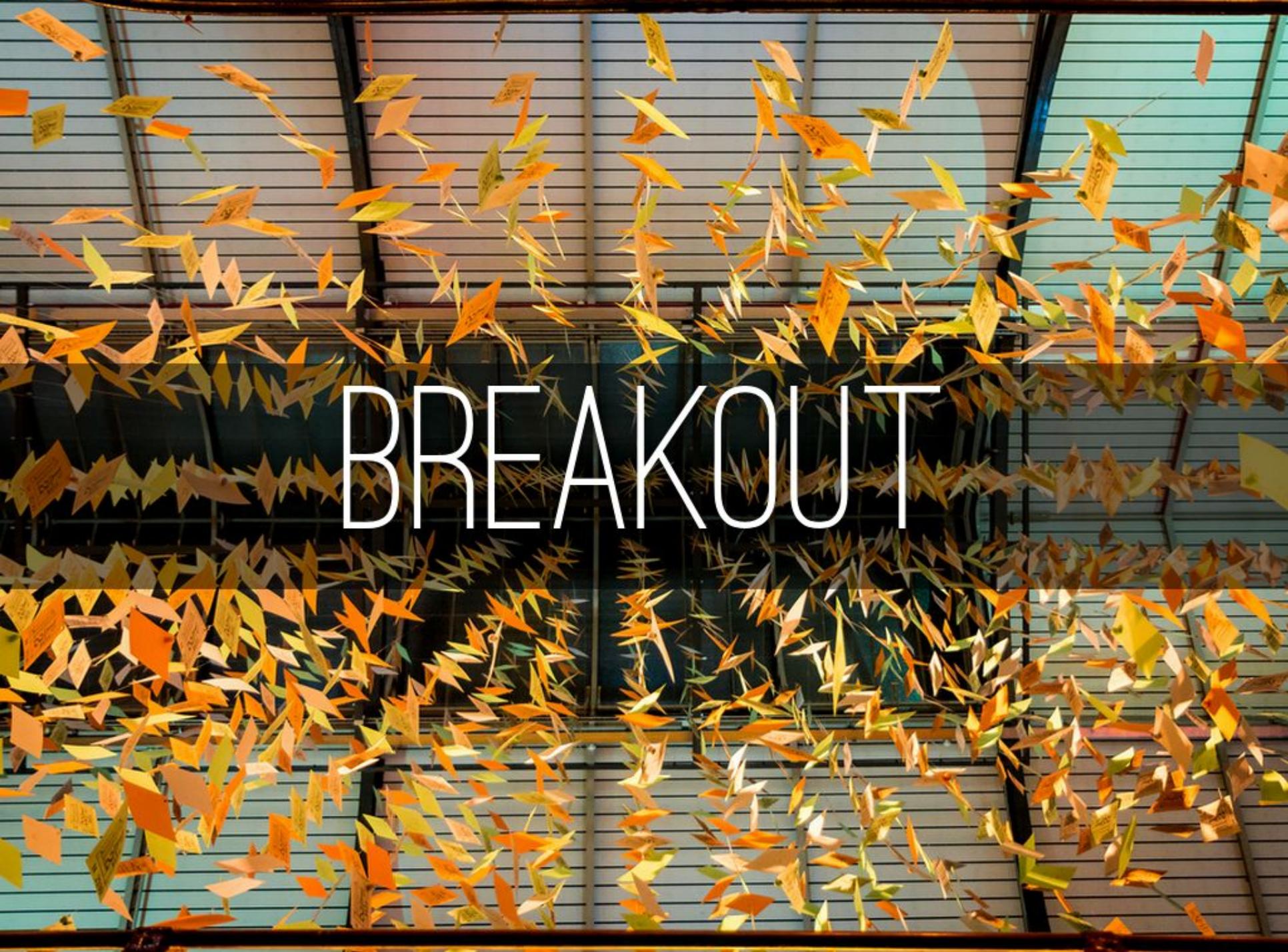




STRESS TEST: WHY

Assessment Categories





BREAKOUT



Questions?

Thank you!

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