

**Bucks County Free Library
Strategic Plan
2014-2017**

Overview

The Bucks County Free Library Board is committed to providing outstanding services to residents of Bucks County through its seven branches in Bensalem, Doylestown, Perkasie, Langhorne, Levittown, Quakertown, and Yardley-Makefield. In 2014, the Board initiated a planning process to establish service priorities for branch library services through 2017.

A committee of Bucks County residents from throughout the county participated in two day-long sessions led by library consultant June Garcia. During these meetings committee members evolved a vision for what Bucks County could and should be like and how the library can help make this happen. Based on their in-depth discussion and thoughtful consideration, the Community Planning Committee recommended that the library adopt the following service priorities, listed in alphabetical order:

- 1. *Connect to the Online World:*** *Everyone will have robust access to the ever-growing resources on the Internet.*
- 2. *Create Young Readers:*** *Young children (ages five and under) will have programs and services designed so that they will enter school ready to read, write, and listen.*
- 3. *Express Creativity:*** *Everyone will have the tools and training they need to express their creativity.*
- 4. *Satisfy Curiosity:*** *Everyone will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.*
- 5. *Stimulate Imagination (Children):*** *Children (ages 6-11) will have materials and programs that stimulate their imaginations and provide pleasurable reading, viewing, and listening experiences.*
- 6. *Stimulate Imagination (Teens and Adults):*** *Teens and adults will have timely access to a variety of new and popular materials in current and emerging formats.*
- 7. *Visit a Comfortable Place:*** *Everyone will have attractive, safe, and welcoming places to meet and interact with others, read, or work.*

Goals and Objectives

Library staff developed target goals based on the service priorities recommended by the Community Planning Committee. Goals state the benefit that Bucks County residents will receive because the library supports a specific service response. Objectives are measurable targets that articulate how the library will support each goal by offering specific services and programs.

Goals are listed by target audience. Listed first are the goals that apply to all residents, followed by the goals for specific audiences based on age, in chronological order. If two goals serve the same target audience, they are listed in alphabetical order by the service response.

Visit a Comfortable Place

Everyone will have attractive, safe, and welcoming places to meet and interact with others, read, or work.

- 1.1 By December 31, 2017, the attendance at library facilities will increase from 1,019,505 (FY2013) to 1,200,000.
- 1.2 By December 31, 2017, the number of registered borrowers will increase from 190,420 (FY2013) to 200,000.
- 1.3 Annually, at least 90% of library visitors will indicate that the library was an attractive, safe, and welcoming place.

Satisfy Curiosity

Everyone will have the resources they need to explore topics of personal interest and continue to learn throughout their lives

- 2.1 Annually, the circulation of children's non-fiction will be at least 110,000.
- 2.2 Annually, the circulation of adult and teen nonfiction will be at least 300,000.
- 2.3 Annually, a minimum of 10,000 people will register for a library-sponsored online class.
- 2.4 Annually, staff will provide a minimum of 8,000 one-on-one technology assistance sessions.
- 2.5 Annually, a minimum of 90% of adults and teens surveyed who were looking for information or materials to explore a topic of personal interest will indicate the library's collection was very good or excellent.
- 2.6 Annually, a minimum of 90% of people who attended a library program will evaluate the program as very good or excellent.

Connect to the Online World

Everyone will have robust access to the ever-growing resources on the Internet.

- 3.1 By December 31, 2017, the number of hits on the library's web site will increase from 1,260,395 (FY2013) to 1,550,000.
- 3.2 Annually, customers will have a minimum of 175,000 sessions of use on library provided Internet access computers or devices.
- 3.3 By December 31, 2017, the number of people who connect to the Internet via the Library's Wi-Fi access will increase from 40,000 (FY2013) to 70,000.
- 3.4 FY2017, 75% of web site users surveyed will rate the Library's web site as informative and easy to use.

Express Creativity

Everyone will have the tools and training they need to express their creativity.

- 4.1 Annually, a minimum of 90% of people who attended a library program designed to support or enhance their creativity will evaluate the training as very good or excellent.
- 4.2 Annually, a minimum of 2,000 people will attend a library program designed to support or enhance their creativity.

Create Young Readers

Young children (ages five and under) will have programs and services designed so that they will enter school ready to read, write, and listen.

- 5.1 By December 31, 2017, the circulation of materials for preschoolers will increase from 421,785 (FY2013) to 475,000.
- 5.2 By December 31, 2017, the number of young children attending a program in the library or at a non-library location will increase from 29,522 (FY2013) to 40,000.
- 5.3 By December 31, 2017, the number of young children who register for the Summer Reading Program, including Kindergarten Here I Come, will increase from 1,803 (FY2013) to 5,000.
- 5.4 Annually, a minimum of 90% of parents and caregivers surveyed will indicate that the library's services for young children are very good or excellent.

Stimulate Imagination: Children

Children (ages 6-11) will have materials and programs that stimulate their imaginations and provide pleasurable reading, viewing, and listening experiences.

- 6.1 By December 31, 2017, the circulation of children's fiction will increase from 277,778 (FY 2013) to 300,000.
- 6.2 By December 31, 2017, the circulation of children's media (CDs, DVDs, games, etc.) will increase from 180,954 (FY 2013) to 192,000.
- 6.3 By December 31, 2017, the number of children who attend a library sponsored or co-sponsored program designed to stimulate their imagination will increase from 47,492 (FY2013) to 55,000.
- 6.4 By December 31, 2017, the number of children who register for the Summer Reading Program will increase from 5,423 (FY2013) to 7,500.

Stimulate Imagination: Teens and Adults

Teens and adults will have timely access to a variety of new and popular materials in current and emerging formats.

- 7.1 Annually, the circulation of adult fiction will be at least 740,000.
- 7.2 Annually, the circulation of teen materials (fiction and sound books) will be at least 75,000.
- 7.3 By December 31, 2017, the circulation of adult media (CDs, video games, DVDs etc.) will increase from 623,787 (FY2013) to 700,000.
- 7.4 By December 31, 2017, the circulation of downloadable content (e-audio, e-books, e-magazines) will increase from 244,151 (FY2013) to 1,000,000.
- 7.5 By FY2017, a minimum of 85% of adults and teens surveyed will indicate that they found something good to read, listen to, or view in the library's collection.
- 7.6 Annually, a minimum of 90% of adults and teens surveyed will indicate that they received the material they reserved in a timely manner.

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APPROVED BY THE BCFL BOARD OF DIRECTORS

NOVEMBER 18, 2014