



BERWYN
PUBLIC
LIBRARY

2025 to 2030 High-Level Strategic Plan

Adopted:
February 18, 2025

Mission, Vision & Values

MISSION

A welcoming space that fosters lifelong learning, collaboration, and enjoyment.

VISION

The heart of an inclusive, diverse, and dynamic community where ideas ignite, connections and innovation flourish, and possibilities are endless.

VALUES

- **Welcome:** Inviting all in a friendly and supportive environment.
- **Engage:** Reflecting and responding to community needs and desires.
- **Create:** Encouraging curiosity, lifelong learning, and discovery.
- **Include:** Valuing diverse perspectives and ensuring everyone belongs.
- **Respect:** Demonstrating empathy, care, and consideration.
- **Collaborate:** Strengthening connections through teamwork and enhanced partnerships.

Strategic Focus Areas Overview

Develop options to reconfigure, expand, or replace the building and grounds to better serve the community's needs.

Evolve and Upgrade the Facility

Better Align Staffing and the Organization

Address the well-being and effectiveness of staff by increasing transparency, accountability, and providing essential infrastructure and support, empowering them to confidently meet the community's evolving needs.

Enhance Services and Hours

Enhance programs, technology, resources, and hours to serve all residents better and further cement BPL's vital place in the community.

Strengthen the Outward Focus on the Community

Innovate marketing, outreach, and partnerships with a focus on better connecting to the community, raising awareness, and putting the Library in position to enhance both public and private funding support.

Develop options to reconfigure, expand, or replace the building and grounds to better serve the community's needs.

- Develop options/concepts/designs around an improved facility through reconfiguration, expansion or replacement of the current facility.
 - Reconfiguration is a rework of spaces within the current building envelope.
 - Expansion would likely entail increasing the size of the second floor out over the parking area and improvements to the first floor and entrance area.
 - Replacement would be a totally new facility or renovation of another existing facility.
 - Engage the community and city leaders around the facility's limitations and options and the necessity to improve it to serve residents better.
 - Successfully fund the facility improvement direction that best fits the community's needs and fiscal support levels.
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Desired Outcomes:

- An upgraded library building that meets current and future community needs for space, resources, and services.
- Increased community visits, visitors stay longer, and more technology is used.
- Community satisfaction with the Library, its facilities, resources, and programs is increased.
- An Increased number of library cardholders.
- The community extensively uses the Library as a key meeting location.
- Greater appreciation and community pride in the Library as a key and vital resource for Berwyn.
- More optimal configuration of spaces results in greater efficiency for library personnel and easier resource access for patrons.

Address the well-being and effectiveness of staff by increasing transparency, accountability, and providing essential infrastructure and support, empowering them to confidently meet the community's evolving needs.

- Improve staff pay and ensure it is competitive with other regional libraries and Berwyn-based organizations that provide direct customer services.
 - Seek to improve organizational culture and morale, getting outside help, as needed, to address disconnects, accountability, and morale challenges.
 - Increase focus and attention on internal communication and organizational transparency.
 - Increase staff training and professional development opportunities, with significant attention to staff doing everything possible to make the Library a welcoming and inviting place to visit.
 - Balance staffing additions to support any increases in open hours and ensure staffing levels are appropriate during various library usage levels.
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Outcomes:

- Staff report higher levels of job satisfaction, reflecting a library with a healthy organizational culture providing all staff with what they need to drive success for themselves and BPL.
- Internal communications and a high sense of organizational transparency are dramatically improved.
- BPL is seen as a friendly, welcoming place where all residents see their service needs met.
- Resident resource utilization increases through improved service quality and friendliness of staff.
- Staff have access to the training, professional development, and resources they need to thrive as team members of BPL and serve the community's evolving needs.
- Community has increased satisfaction indicated by higher BPL usage (services, spaces, and resources).

Strengthen the Outward Focus on the Community

Innovate marketing, outreach, and partnerships with a focus on better connecting to the community, raising awareness, and putting the Library in position to enhance both public and private funding support.

- Increase investment and improve processes to build awareness, expand community engagement, and increase system usage.
- Further build and enhance community partnerships as leverage to improve services and create higher community awareness levels.
- Drive an increase in outreach activities and leverage that to expand awareness and the reach of library services.
- Continue to build engagement with political leaders across the City.
- Develop a strong ongoing fundraising/foundation effort that further supports sustainable library operations.
- Position the Library for successfully funding a renovated, expanded, or new library building.

Desired Outcomes:

- Greater community awareness of library resources and services.
- Increased community visits, usage, website traffic, and satisfaction with the Library.
- Increased social media engagement with the community.
- More residents, especially the currently underserved, are engaged with the library services.
- Enhanced relationships with community and political leadership citywide.
- Higher levels of community support for the Library's operational and capital needs.
- Increased private financial support for the Library.
- The Library Foundation is seen as a key organization to consider as a part of estate planning/planned giving.

Enhance programs, technology, resources, and hours to serve all residents better and further cement BPL's vital place in the community.

- Upgrade both public and staff technology and infrastructure to enhance user experience and improve staff efficiency.
 - Expand programming, especially youth and technology-related content to align with community needs making the Library a go-to place for lifelong learning and engaging content.
 - Strengthen the commitment to youth and teen services seeking to expand their engagement with the Library.
 - Assess and optimize physical, digital, and non-traditional collections.
 - Evaluate open hours to better align with community needs and balance that with staffing additions to support any increases in hours.
 - Drive community recognition that improving/expanding the facility is a necessary component of the Library continuing to deliver high-quality services and programs meeting the community's needs.
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Outcomes:

- Resource utilization increases through improved quality and relevance to the full community.
- Community has increased satisfaction indicated through higher usage of BPL (services, spaces, and resources).
- Usage of the library by traditionally underserved community segments is increased at a high satisfaction level.
- Community members experience a larger array of library services and resources on each visit.
- The Library is seen by even more residents as "THE" place to turn to for information and options for lifelong learning and engaging content.
- Overall awareness and appreciation of how library resources and services impact and support the Berwyn community is expanded.