

William Jeanes Memorial Library

Strategic Plan at-a-Glance

Re-envision library spaces to function for the current and future needs of the community.

- Create the parking needed to sustain and grow the Library's services
- Revise the organization and size of the collection to reflect current and future needs
- Create a library setting conducive to becoming the "third space" for the community
- Support environmental sustainability through facility design and organizational operations

Enhance the working relationship between the Library and Whitemarsh Township and other partner organizations.

- Clarify the responsibilities of the Library and the Township related to building upkeep
- Ensure continued support from the Township to meet the expectations of residents



Ensure that residents of the Township and library users are informed of the services and resources of the Library.

- Increase marketing to ensure that the public is aware of library resources and the importance of community financial support
- Develop outreach activities to connect with non-library users, primarily adults
- Expand the percentage of residents owning a library card
- Create activities that attract people to visit the Library
- Collaborate with schools to support their education goals and provide awareness of library programs

Ensure that the Library has the supplemental funding and an engaged staff to sustain the services and activities expected by the community.

- Maintain a broad range of supplemental fundraising activities to support the Library
- Support the Friends' organization's fundraising activities
- Nurture the library's vibrant and engaged library staff

