



# **Marple Public Library Strategic Plan 2018-2022**

## **Our Mission**

*To provide a wide range of timely materials, services, and technology to enrich the lives of the Marple community.*

## **Marple's Favorite Place**

*MPL's facility and website attract and delight people of all ages as the most popular and beloved community destination.*

- Update and enhance an attractive, safe and comfortable facility.
- Offer a user-friendly website providing service 24/7 and to those who cannot travel to the facility.

## **Community Connections**

*MPL is a community hub that fosters connection and cooperation between residents and organizations through its programs, marketing and partnerships.*

- Use marketing strategies to make MPL known and valued by all residents as the premier community and lifelong learning center.
- Work with key partners to create meaningful outreach experiences for residents.

## **Financial Fitness**

*MPL is a financially stable institution with broad support from the public and private sectors and reserves to meet emergencies and ensure long-term sustainability.*

- Strengthen ties and communications with township and other elected officials to continue government support for the library.
- Establish a donor-centered fundraising and development plan that will increase and diversify donations.
- Leverage partnerships that bring equal resources to the table for shared success.

## **Service Excellence**

*MPL offers unique services, convenient options, and outstanding customer service that distinguish it in the region.*

- Provide exceptional customer service that distinguishes MPL from other nearby libraries.
- Identify and promote library services that are unique or complementary with other regional libraries (Year 2, Library Staff).

**For questions, comments or additional information please contact:  
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