

Strategic Plan 2025



Mission Statement: To provide a wide range of resources, services, and technology to enrich the lives of the Marple Community.

Guiding Principles:

- **Marple's Favorite Place:** Marple Public Library's facility and website attract and delight people of all ages as the most popular and beloved community destination.
- **Community Connections:** Marple Public Library is a community hub that fosters connection and cooperation between residents and organizations through its programs, marketing and partnerships.
- **Financial Fitness:** Marple Public Library is a financially stable institution with broad support from the public and private sectors and reserves to meet emergencies and long-term sustainability.
- **Service Excellence:** Marple Public Library offers unique services, convenient options, and outstanding customer service that distinguish it in the region.

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Goals:

Marple's Favorite Place:

- Work with a consultant to conduct a facilities analysis for recommendations for better and safer accessibility of the building for patrons.
- Discuss building needs, assessment, and potential options with the township.
- Gather design ideas from an architect for best use of existing space or renovation options.
- Align with system-wide evaluation.
- Further education of e-resources available to patrons.

Community Connections:

- Refresh outreach options with community and businesses.
- Confirm summer reading sponsors.
- Focus on endowment, fund drive, and additional sources of income.
- Increase marketing support at community events.
- Work on collaboration and communication with local schools.

Financial Fitness:

- Continue to increase financial reserves and strength.
- Enhance financial integrity and transparency.
- Reestablish the Friends Group to solicit funds and advocate/lobby for the Marple Public Library.
- Promote endowment planning, fostering long-term relationships among patrons, donors, Friends, etc.
- Increase focus on outreach and education regarding how these monies (wills, Legacy Tree, etc.) can be utilized.

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Service Excellence:

- Continue to recognize and adjust to meet service level needs.
- Review evaluation by the Delaware County Library System to evaluate Marple Public Library's strengths and areas for improvement.
- Create an annual report of library highlights for sharing with key stakeholders.
- Consider additional staff recognition programs.
- Pursue opportunity for a mobile maker space as a part of the facilities evaluation.
- Collect patron feedback through conducting a library survey.



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