



### LONG-RANGE PLAN 2024-2029

Goals with Measurable Action Steps	Deadline	Responsible Parties
<b>GOVERNANCE &amp; LEADERSHIP</b>		
1. Review and edit as necessary the Library bylaws	2024	JVB Board, CEO
2. Create a policy review schedule	2024	CEO
3. Review and edit as necessary all Library policies and procedures	2025	JVB Board, CEO
4. Create a symbiotic relationship with the County Commissioners, City of Williamsport, Loyalsock Township, and South Williamsport Borough	ongoing	CEO, CFO, and Development
5. Complete a space assessment and relocate collections and services as needed	2024-2025	JVB Board, CEO, Administrative Team
6. Conduct a Community Needs Survey	2028	CEO, Development Director, Community Partners
7. Review all positions and their role in the Library's Mission	2027-2029	CEO, CFO
<b>FINANCE</b>		
1. Create a 10-year financial plan for the Library	2025	CEO, CFO
2. Create new funding streams	2027	CEO, CFO, Development Director
<b>FACILITIES &amp; FLEET</b>		
1. 10-year Library facility improvement schedule	2025	CEO, CFO, Facilities Manager
2. Create a fleet vehicles schedule for oil changes, inspections, etc., with the least patron impact	2024	COO, HR, Outreach staff, Technical Services Director
3. Create a vehicle replacement schedule	2024	CEO, CFO, HR, Technical Services Director
<b>PUBLIC SERVICE</b>		
1. Update and standardize public service procedures and operations across service points	2024	CEO, Assistant Director, Technical Services Director, Public Service staff
2. Establish walk-in technology assistance hours for patrons - Tech Help Assistant	2025	CEO, Assistant Director, Technical Services Director

3. Develop new customer service training/orientation for all public-facing staff	2025	CEO, Assistant Director, Public Service staff
4. Resource spotlight - Promote the use of research tools with in-house marketing materials	2024	Assistant Director, Technical Services Director, Development Director
5. Create a reciprocal library card signup program with high schools and colleges in the Library's service area	2026	CEO, Assistant Director, Technical Services Director, Programming Director
6. Increase circulation of materials by 10% from 2022 levels	2026	CEO, Assistant Director, Technical Services Director, Development Director
7. Develop and implement a Local History Materials Plan	2024	CEO, Assistant Director
<b>PROGRAMMING &amp; YOUTH SERVICES</b>		
1. Identify Community Partnerships and create a Memorandum of Understanding with each organization. Expanding on existing partners	Ongoing	Programming Department and Development Director
2. Expand library services with more adult programming, specifically for ages 18-55 a. Programs highlighting PA Forward Literacies (Basic, Information, Civic & Social, Health, and Financial Literacy)	Ongoing	Programming Department
3. Improve Programming Operational Effectiveness a. Build a cohesive budgetary needs list b. Evaluate program statistics and community needs to increase efficiency c. Plan programming three months in advance	2024	Programming Director
4. Continue to provide a welcoming and safe space. a. Providing diverse, inclusive programming for all ages	2027	Programming Staff
5. Enhancing our Summer Learning Program (SLP) a. Coordinate with LCLS Directors for more cohesive/collaborative experiences between all libraries	2025	Programming Director

**COLLECTIONS, TECHNICAL SERVICES, IT, & OUTREACH**

1. Implement the new Borrowing Policy	2024	Assistant Director, Technical Services Director
2. Collection management schedule a. Complete an evaluation of all collections, including outreach vehicles and LINK locations.	2024	Assistant Director, Technical Services Director, Outreach Manager
3. StackMap Integration schedule to increase efficacy	Ongoing	Technical Services Director
4. Complete and update the technology census for Library-owned/monitored equipment.	2024	Technical Services Director, IT Staff
5. Create technology service agreements with our system and district members about expectations and limitations.	2024	Technical Services Director, IT Staff
6. Redesign Staff Page/Intranet a. Update this site as a hub for JVBL staff b. Use this to host all forms and policies to streamline Google Suite sharing and data cleanup	2026	Technical Services Director, IT Staff
7. Redesign the Library's website	2029	Technical Services Director, IT staff, Outside vendors as needed
8. Call Number Clean-up project for ease of patron use	2026	Technical Services Director and staff
9. Create a vision for a comprehensive outreach experience	2024	CEO, CFO, Technical Services Director, Outreach Services Manager
10. Complete and implement policy, procedures, and best practices for Outreach with standardized service expectations	2025	CEO, CFO, Technical Services Director, Outreach Services Manager
11. LINK updates a. Work with township management to create a plan to increase visibility, access, and services offered at our LINK locations	2027	CEO, Technical Services Director, LINK township management

**MARKETING, DEVELOPMENT, & PUBLIC RELATIONS**

1. Increase membership within the 1907 Society and Carile Brown Planned Giving Societies	2025	CEO, CFO, Development Director
2. Investigate a fundraising apparel/Library branded merchandise store	2026	CEO, CFO, Assistant Director, Development Director
3. Increase the number of monthly givers (Library Champion program) by 10%	2025	Development Director
4. Continue to monitor and evaluate funding sources to meet budget needs	2027	CEO, CFO, Development Director, and JVB Board
5. Host additional fundraising events	2026	Development, CEO, CFO, and JVB Board
6. Rent parking spaces for patrons using donor or grant support	2024	CEO, CFO, Development Director
7. Create broad community awareness and advocacy pieces to promote library services	2025	CEO, Development Director
8. Continue to share the Library Story and the stories of our patrons/users to generate engagement and support	Ongoing	CEO, Development Director
9. Revamp existing social media and external marketing plans to be more strategic	2025	CEO, Assistant Director, Development Director
10. Update, improve and revisit all interior and exterior building signage	2027	CEO, Development Director, and Facilities Manager
11. Identify mutually beneficial partnership opportunities for organizations and businesses and expand current partnerships	2026	Development Director, Outreach, and Programming