

Bethel Park Public Library Strategic Plan 2022-2024

Vision: *To be a premier public library in the Commonwealth of Pennsylvania*

Mission: *Providing opportunities to explore, learn, create, and connect*

Introduction

While the Bethel Park Public Library has remained an important pillar of the community, the role of libraries is changing in America. During the COVID-19 pandemic, the Library quickly adapted its methods of providing services while preserving the health and safety of both patrons and staff. Some of those methods have become post-pandemic expectations from patrons resulting in the Library reassessing its services and delivery methods through a Strategic Planning process.

History of the Bethel Park Public Library

The Countryside Book Club began planning the Bethel Park Public Library in 1952. All Bethel Park civic organizations were invited to send a representative to organize a library board that first met on October 6, 1954. The library opened in October 1955 in the basement of the Bethel Grade School, now the School House Arts and History Center, and moved to its current location in 1967. The Bethel Park Public Library is known as an innovator of many award-winning services and programs and is a member of the Allegheny County Library Association, a federated library system serving all residents of Allegheny County.

Strategic Direction

During the summer of 2021, the Library conducted online and in person patron surveys on library use habits, perceived service gaps and potential new library services. The data gathered from these surveys provides the basis for the strategic initiatives for this plan. Based on the changing patron expectations and perceived gaps from the Patron Survey, the following strategic categories have been identified:

1. Collections
2. Facilities
3. PR/Marketing
4. Information Technology (IT)
5. Diversity, Equity and Inclusion (DEI)

Strategic Action Plan Focus by Year

YEAR	FOCUS	ACTIVITY	NOTES
2022	<ol style="list-style-type: none"> 1. Collections 2. Facilities 3. PR/Marketing 4. IT 5. DEI 	<ol style="list-style-type: none"> 1. Investigate the feasibility of a bestseller collection; purchase mobile hotspots for circulating; create upper elementary recommended books list; new book display in Youth Services. 2. Develop and install in-house directional signage; investigate grant funds for patron pick-up lockers. 3. Implement a monthly e-newsletter; implement a one-page bi-monthly adult program flyer. 4. Implement library mobile app (countywide); Implement self-check-out kiosks; Update website. 5. Go fine free; No library card required for computer service; minimum of 1 evening/weekend youth program per month. 	
2023	<ol style="list-style-type: none"> 1. Collections 2. Facilities 3. PR/Marketing 4. IT 5. DEI 	<ol style="list-style-type: none"> 1. Digitize local history documents in conjunction with BP Historical Society. 2. Work with Municipality for digital outdoor signage; investigate the possibility of a drive-thru book return. 3. Create video shorts for library services. 4. Work with member libraries on latest technology implementation for library service. 5. Investigate a Curbside Pick-Up club. 	
2024	<ol style="list-style-type: none"> 1. Collections 2. Facilities 3. PR/Marketing 4. IT 5. DEI 	<ol style="list-style-type: none"> 1. TBD 2. TBD 3. TBD 4. TBD 5. TBD 	