



Cheltenham  
TOWNSHIP  
Library SYSTEM

# STRATEGIC PLAN

2022  
TO  
2025



"Since I was a kid,  
a library was a  
place of respite, a  
place to bump  
into new ideas  
and discover  
things I had never  
heard about."  
Survey respondent

"An educated and  
culturally aware  
population in the  
township is vital  
for a vibrant,  
healthy  
community."  
Survey respondent



# Planning Process

## Why

Cheltenham Township Library System is a beloved resource to an increasingly diverse community. Patrons rely on CTLS collections and services to enrich their lives. To meet the emerging needs of its patrons, CTLS has undergone a strategic planning process to align its resources with the priorities of the community. By implementing a new strategic plan, CTLS will be able to focus efforts on building community, enriching lives, and ensuring the library system's sustainability.

## How

Cheltenham Township Library System initiated a strategic planning process in the Fall of 2021. Amanda E. Standerfer from Fast Forward Libraries LLC was engaged in October 2021 to facilitate the planning process in three phases: Learn, Dream, Do. The Learn phase entailed a community engagement process with various community groups, a community survey, staff and Trustee feedback sessions, and targeted community focus groups and interviews. In the Dream phase, staff and Library Board discussed possible future pathways for the library. This strategic plan will guide CTLS through the Do phase, as the library system executes its vision for the future.

# Process Timeline 21-22





# VISION & MISSION



## VISION

Enriching. Engaging. Inclusive.

## MISSION

We meet evolving, diverse needs by being the place where everyone in the community can access resources, share ideas, connect, learn, and grow.

## Strategic Plan 2022 – 2025



### VISION:

Enriching.  
Engaging.  
Inclusive.



### MISSION:

We meet evolving, diverse needs by being the place where everyone in the community can access resources, share ideas, connect, learn, and grow.



### BUILD COMMUNITY

#### GOALS

Become a welcoming, inclusive community hub where people can connect, share, and learn.

Develop opportunities to listen to and partner with individuals and organizations that serve all aspects of our community.

Ensure collections, programs, and our staff and Board reflect our diverse community.



### ENRICH LIVES

#### GOALS

Provide exceptional and responsive services with compassion and kindness to help people navigate every stage of their life.

Connect people to current technology tools and support they can rely on.

Instill a love of learning in young readers to foster success in school and beyond



### ENSURE SUSTAINABILITY

#### GOALS

Stabilize and diversify funding sources.

Plan for library facilities that are sustainable and flexible to adapt to community needs.

Support staff with tools and training to increase their engagement and job satisfaction.

Identify and empower the Library Board and library stakeholders as advocates for the library.

## STRATEGIC DIRECTION 1

# BUILD COMMUNITY



1) Become a welcoming, inclusive community hub where people can connect, share, and learn.

2) Develop opportunities to listen to and partner with individuals and organizations that serve all aspects of our community.

3) Ensure collections, programs, and our staff and Board reflect our diverse community.



# RESULTS

**Success** looks like increased library usage by community members of all ages and backgrounds; increased community partnerships; knowledgeable staff supporting diverse needs; and community-wide awareness of the library's services.

# ENRICH LIVES



1) Provide exceptional and responsive services with compassion and kindness to help people navigate every stage of their lives.

2) Connect people to current technology tools and support they can rely on.

3) Instill a love of learning in young readers to foster success in school and beyond.



# RESULTS

**Success** looks like community members confidently navigating technology; appealing learning opportunities and reading programs for youth; and collections and services that enrich the lives of all community members.



# ENSURE SUSTAINABILITY

1) Stabilize and diversify funding sources.

2) Plan for library facilities that are sustainable and flexible to adapt to community needs.

3) Support staff with tools and training to increase their engagement and job satisfaction.

4) Identify and empower the Library Board and library stakeholders as advocates for the library.



## RESULTS

**Success** looks like a dedicated funding with regular increases; staff and Library Board trainings that increase confidence, effectiveness, and job satisfaction; and sustainable, flexible facilities that fulfill the community's evolving needs.

# Growing Together

After this plan is adopted by the Board, an activity plan will be completed and implemented by staff.

Implementation is a continual process. The timing of certain activities will be determined by priority and influenced by various factors, such as funding and staffing. Review and adjustment of the activity plan will happen on a regular basis.

Evaluation of the plan will be ongoing once the plan implementation is underway. Measurements for each goal will vary, and some activities will be best evaluated by things like circulation and cardholder statistics, while others may be evaluated by collecting data through patron surveys at regular intervals. CTLS will report successes and challenges to stakeholders and the community to ensure transparency about progress and openness to patron and staff feedback.

CTLS commits to a comprehensive review and update of this plan at its completion. This plan will move CTLS significantly forward by guiding next steps on plans for building community, enriching lives, and ensuring sustainability. This plan is an investment in the future of CTLS and its beloved community.