



Cheltenham
TOWNSHIP
Library SYSTEM

FROM VISION TO IMPACT: LISTENING, LEARNING, AND BUILDING COMMUNITY TOGETHER

2022-2025



Cheltenham says...

I love being able to interact with other parents in a safe and educational environment.

I think the Story Walk is an awesome opportunity to get children out exercising as well as practicing reading skills in nature.

I love the interactions I have with the library staff. They all know me and ... I always leave with a genuine smile on my face!

I come to my neighborhood library almost every week to get the books that sustain me. Local libraries are a treasure and one of the last free resources for the soul.

I love the diverse topics of story time and the exposure my child gets to other cultures, people and topics.

CTLS- Where our community connects, learns, and grows.



About CTLS

For more than 50 years, the Cheltenham Township Library System has provided library services and materials to the residents of Cheltenham Township. As a welcoming community hub, CTLS supports lifelong learning, connects individuals and families to the resources they need to succeed, and fosters a healthy, inclusive culture where residents can gather, share ideas, and build community. Guided by a shared passion for our mission, CTLS remains committed to being enriching, engaging, and accessible to all.

Our Vision



Enriching, Engaging, Inclusive

Our Mission



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

Dear Cheltenham Community,

Over the past three years, the Cheltenham Township Library System (CTLS) has experienced a period of growth in attendance, number of programs and circulation, a period of innovation, and renewed community engagement. This was made possible by the dedication of our staff and the support, insight, and engagement of our community and Board despite the financial challenges we faced. Guided by our mission to meet evolving diverse needs by being the place where everyone in the community can access resources, share ideas, connect, learn, and grow, our talented and committed team has expanded services, strengthened partnerships, and invested thoughtfully in programs that reflect what our neighbors value most. From early literacy and teen engagement to technology access, sustainability efforts, and local history preservation, we are proud of the meaningful impact CTLS continues to make. We invite you to learn more about CTLS' points of pride in our Strategic Plan Progress Report.

Central to this progress has been listening. Through community surveys, focus groups, and stakeholder interviews, we sought to better understand the dreams, priorities, and needs of the people we serve. What we heard reaffirmed the library's role as a trusted, welcoming hub and helped shape initiatives that are responsive, inclusive, and forward-looking. This collaborative approach, paired with strong advocacy, responsible stewardship, and a commitment to equity, has positioned CTLS to thrive while remaining deeply rooted in community voice.

Guided by our updated Strategic Plan, we look ahead with a clear vision: to be Enriching, Engaging, and Inclusive. We are energized by what we have accomplished together and deeply grateful to our staff, Board, partners, Friends, and community members whose passion and dedication make this work possible. Thank you for your continued belief in the power of libraries to connect people, spark ideas, and strengthen communities.

With gratitude,

Julie Haywood
Board President

Mary Kay Moran
Executive Director

Current Library Board Members

Julie Haywood, President
Jessika Rao McLaughlin, Co-Vice President
Alycia Kinchloe, Co-Vice President
Tim Gaudreau, Treasurer
Jesse Gallagher
Emily Cheramie-Walz

Past Library Board Members during the 2022 - 25 Strategic Plan

Matthew Areman
Jeff Chirico
Myron Goldman
Courtney Heinerici
Daniel Schultz
Nathan Schultz
Natalie Simon

Building Community

Major Projects

01. Family Place

In 2023, the Elkins Park Library received a grant to join the Family Place Libraries™ national network, creating a welcoming children’s play space with developmentally appropriate resources available whenever the library is open. Since then, the library has hosted five multi-week parent/child workshop series serving 580 attendees, with parents sharing how meaningful it is to “interact with other parents in a safe and educational environment” while building relationships with early childhood specialists.

02. Collection Diversity

CTLS is committed to increasing the diversity of content, perspectives, authors, and illustrators in our collection. We completed a collection audit to determine what areas could benefit from more coverage and set ourselves a goal that 35% of our total collection will meet our definition of diversity. In support of that effort, we’ve included digital resources that are available in multiple languages. Dive into a world of stories! Explore Tumblebooks or Libby’s magazine collection for a diverse, multilingual library right at your fingertips.

04. Book Discussion Groups

Book discussion groups are a core way CTLS brings people together around learning and shared interests. Offered for all ages in the library, virtually, and at community locations, these groups explore a range of genres - from nonfiction to comics - while fostering social connection, thoughtful conversation, and a strong sense of belonging.



03. School & Teen Outreach

Since 2023, CTLS has strengthened its presence in local schools through regular visits to the high school, middle school, and elementary schools, connecting students and families with library services, programs, and opportunities. These outreach efforts - including a weekly Comic Book Club and an expanded teen volunteer program - have engaged more than 250 teen volunteers who have contributed 2,255 service hours, building meaningful relationships, fostering a sense of belonging and leadership among youth.

Major Projects

01. Library of Things

CTLS continues to expand its Library of Things, offering residents access to items such as telescopes, a sewing machine, and hands-on STEM kits. Guided by the motto “Don’t buy it, borrow it,” this collection supports sustainability by encouraging shared use, reducing waste, and ensuring equitable access to tools that enrich learning, creativity, and exploration for all.

02. Outreach

If you’ve attended an event in Cheltenham lately, you’ve probably seen us out and about! We’ve expanded our services beyond our buildings to attend events like seasonal festivals, block parties, and community information fairs. We’re welcoming new neighbors with an invitation to join CTLS and adding Story Walks to your favorite parks. And we’re working with community partners like Tookany Tacony Frankford Watershed, KleinLife, and Cheltenham School District to bring more library services to more people, throughout Cheltenham.

03. Digitized Local History

Through its local history digitization project, CTLS expanded online access to Cheltenham Township’s rich history by adding several digital collections to the PA Photos and Documents system. These collections – including Cheltenham Historical Photographs, Cheltenham Township Properties, and Historic La Mott – ensure that anyone with an internet connection can explore, learn from, and engage with our shared local heritage.

04. One on One Tech Help

CTLS now offers one-on-one tech help appointments which are vital for fostering digital literacy and providing personalized, patient guidance to users with varying skill levels. Through individualized guidance on devices, apps, and online services, these sessions help bridge the digital divide, build confidence, foster online security and empower community members to use technology independently.

Ensuring Sustainability

Major Projects

01. Gifts & Grants

CTLS demonstrates strong financial stewardship by diversifying funding sources and building sustainable donor relationships through ongoing communication about the impact of their support. Recent successes include securing a \$50,000 technology grant to enhance the Digital Media Lab, expand accessible technology, and add STEM equipment. Additionally, CTLS achieved Educational Improvement Tax Credit status, creating a sustainable funding stream that encourages business investment in our STEM after-school program.

02. Staff Education

CTLS prioritizes continuing education for all staff so we can keep up with the issues and trends that matter most to you. This commitment includes a wide range of learning opportunities for staff in all departments and at all levels, including training sessions facilitated by experts. We also love to share our ideas with peers; our youth services staff have earned state-wide recognition for their innovative and impactful programs for tweens and teens, which they presented to other Pennsylvania librarians as best practice examples.

03. Advocacy

The newly formed Community Advisory Committee strengthens local advocacy by sharing the library's message with neighbors and bringing community needs back to CTLS. Would you consider joining? [Click here for more information.](#) Strong advocacy by CTLS Board members plays a critical role in the library's sustainability, with Board leaders meeting with state and local elected officials to communicate the value and impact of library services. Their efforts - alongside advocates across the Commonwealth - contributed to increased state funding for public libraries in 2026.

04. Environmental Stewardship

CTLS is committed to environmental sustainability through everyday practices and community-centered programming that encourages reuse, conservation, and environmental awareness. Initiatives range from using recyclable, chemical-free thermal receipt paper and offering a reusable bag exchange to hosting mending cafés, supporting the Mayors' Monarch Pledge, partnering with the Tookany Tacony-Frankford Watershed, and facilitating conversations about climate issues and local action.



Ways you connected with us in 2025

01



Summer & Winter Reading Challenges

- 610 participants read over
- 10,800 books for more than
- 310,418 minutes!

02



Items Circulated

- 265,177 Physical items borrowed
- 69,446 Digital items borrowed
- \$3,390,084 - Amount CTLS cardholders saved in 2025 by borrowing instead of buying

03



Visitors

- 150,576 Visitors
- 13,234 Public computing sessions
- 312 One-on-one tech help appointments
- 115 Digital Media Lab visits
- 14,704 Wi-Fi logins

04



Program Attendance

- 652 Programs
- 10,785 Program attendees
- 5,142 Reference questions answered



Future Goals & Strategy

01. Expand External Communications

Expanding external communications helps ensure that all members of our community are aware of and able to benefit from the full range of library services and programs available to them. By sharing our work more clearly and consistently, we can better connect residents to resources that support learning, belonging, and well-being, while strengthening the library's role as a trusted community hub.

02. Diversify Funding

Stabilizing and diversifying funding is essential to maintaining reliable library services, especially following recent reductions in municipal support. A broader funding base helps protect core programs, respond to community needs, and ensure the library remains a stable, equitable resource during times of financial uncertainty.

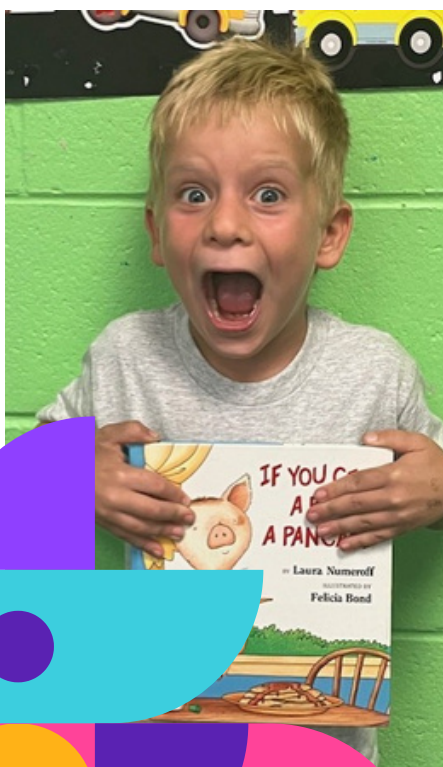


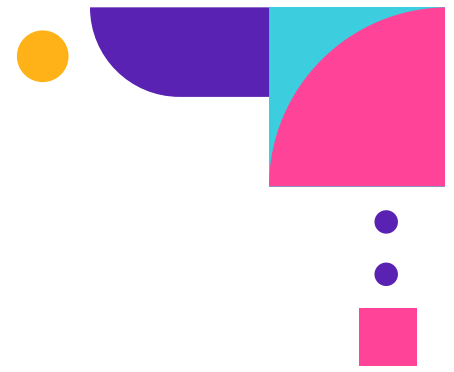
03. Plan for Flexible Facilities

Updating library facilities for greater flexibility supports organizational stability and allows the library to adapt to evolving community needs. Thoughtfully designed spaces enable a wider range of programs, services, and partnerships, while ensuring the library remains welcoming, accessible, and responsive. Flexible facilities help position the library for long-term sustainability and continued community impact.

04. Expand worldviews through collections and programs

By expanding worldviews through our collections and programs, CTLS fosters empathy, curiosity, and a deeper understanding of the diverse experiences within and beyond our community.





Friends of the Library

2025 CONTRIBUTIONS \$109,916

PROGRAMS

The Friends sponsor almost **all** costs for **all** library programs.
\$12,085

COLLECTIONS

The Friends support 27% of collection costs. \$72,317

OPERATIONS

The Friends donate over \$25,000 towards operating costs.



Become a Friend Today

The Friends of the Library are essential partners in sustaining CTLS, providing generous financial support, passionate advocacy, and countless volunteer hours. From running book sales and fundraisers to advocating with local and state elected officials, assisting with landscaping, and supporting library initiatives, their dedication strengthens CTLS and the community it serves. We invite community members to consider joining the Friends and helping ensure that CTLS remains a vibrant, welcoming resource for all. Check with your local branch for information on joining.






CTLS Staff Day 2025

Thank You!

Together with the support of the Cheltenham community, CTLS continues to thrive as a welcoming hub where neighbors connect, learn, and grow, and we are deeply grateful to everyone who helps make that possible.

Our Contact Information :

 215-885-0457

 www.cheltenhamlibraries.org

 ctlsdirector@mclinc.org

 @cheltenhamlibraries