

From the Director's Desk

At the April meeting of the Library Board of Directors, a task team was formed to review our current Strategic Plan. The group included members of the Library Board, Friends of the Library, and staff.

What we discovered was useful in determining priorities for 2016. The areas of focus in the plan include:

1. A Community Survey
2. Staffing
3. Technology
4. Events and Classes
5. Facility
6. Public Relations
7. Financial
8. Review and updating the plan

I am happy to report that of 34 set goals for 2015-16, we completed 19 and have given 10 goals an "in-process" status. There are some, of course, that will always be ongoing, as they are designed to feed us knowledge as to how to proceed. Only 5 remain to be started and are scheduled to be completed or ongoing by the end of this year.

The Community Survey, the results of which have been posted on our website and through electronic newsletters, helped the staff and boards to get a sense of who we serve and what community needs are. The instrument we used, primarily through electronic distribution, was answered mostly by people who already use the library and have a fairly high level of satisfaction. In our next effort, we have discussed finding a way to get feedback from more non-users, and people unfamiliar with our services.

Staffing goals for 2015 resulted adding Continuing Education opportunities, detailed staff reviews and goal setting, improving competencies and updating job descriptions. Our IT division continued its focus on staying up to date with the newest trends applicable to library services, including the installation of an RFID System, benchmarking, offering computer instruction, budgeting for replacements and trying out new tools. HPL has had a well - developed schedule of events and classes for many years, thanks to the support of Friends of the Library. In this past year, our Adult Education Coordinator has used her many skills and contacts to create even more programs that benefit the community.

The facility is now 19 years old. During this past year we have upgraded several areas within the library, creating better study spaces, a new Juvenile and Young Adult Service Desk, redecoration in the front lobby, structural repairs, HVAC, and other infrastructure replacements that keep operations running smoothly.

Our goals for improving Public Relations have only started to get off the ground. A P.R. task team will be working together with Friends of the Library and the Endowment Trust to work on a strategy for "branding" the library, making the community more aware of how, when, and whom we serve.

The financial goals included the funding of major projects by the Endowment Trust and Friends of the Library for the front lobby, the study areas and installation of the RFID System. In addition, we will continue to advocate for community support through donations as our P.R. plan develops.

And finally, our yearly review has revealed to us how we may improve the Strategic Plan and create new goals for the future. Overall, the goal of the Staff and Administration at the Hershey Public Library is to bring to the Derry Township Community, the best possible service and resources that meet your needs.

Thank you for your support.

Barbara S. Ellis

Director of Library Services