



Strategic Plan 2023–2026

*Inspiring and connecting the
greater Abington community*





Mission

We champion learning and foster connections for **everyone** in our community.

Values

Knowledge

We inspire lifelong learning and provide free access to information and experiences.

Trust

Our relationship with our patrons is our priority. We operate with care, consideration, kindness, and respect.

Inclusion

Everyone needs us differently. All people who walk through our doors--and those who haven't yet--belong here.

Thinking Big

We are a dedicated community partner. We challenge notions of what a library can be.

Strategic Areas of Focus

The Abington Township Public Library (ATPL) will amplify its contribution to the township ecosystem based on its unique strengths and assets.



Community & Connection



Enticing Programs & Events



Inclusive Practices



Staff Talent

The library as a destination

Patrons want a town center where they can activate spaces together for a range of functions. They want to build relationships and engage in respectful civic discourse.

Time to expect the unexpected

From new twists on old favorites to dramatic new concepts, people will show up when they see creativity in action. ATPL has a number of well-liked examples to build on.

Meeting patrons where they are

The community is passionate about the library as a welcoming, safe place. They challenge ATPL to examine biases and barriers and expand demographic reach.

The heartbeat of all good things

Patrons trust and respond to ATPL staff, who bring a collaborative spirit and wealth of talents. Investing in their skills and leadership will take ATPL to the next level.

Outcome Goals

Improve the customer experience within and beyond the walls of the library, with an emphasis on gathering and creating moments for dialogue

Offer a portfolio inspired by the wants and needs of our community tailored to new and existing audiences; Cultivate meaningful connections to resources

Position ATPL as an inclusive space and trusted institution, dedicated to supporting everyone in our community to reach their full potential

Make systematic investments in staff skills and capacity, enabling them to excel and perform at their best; Work collaboratively to live our core values

Implementation by Year

Year 1



Build Knowledge and Processes - Experiment!

ATPL strengthens internal capacity to implement a multi-year plan. Staff probe data sources to better understand the diversity and variety within Abington.

The Work Ahead

- Create staff working groups to share leadership to implement the plan
- Identify community leaders and gathering places for future partnerships
- Conduct staff-led research activities to continue learning what the community needs
- Explore staffing models that allow more time for outreach beyond the building
- Launch small experiments to further strategic goals

Year 2



Launch New Projects and Events

With a firm grounding in current offerings, staff will build on the best of their experiments. They will create action plans and allocate resources aligned to each area of focus.

The Work Ahead

- Prioritize a cluster of initiatives for each strategic area of focus
- Develop partnership models that effectively leverage time, resources, and shared goals
- Update marketing techniques; explore opportunities to build the library brand

Year 3



Learn and Scale

ATPL will take stock of accomplishments to continue strengthening services. Analysis will be grounded in how to live the mission and values in ever fuller ways.

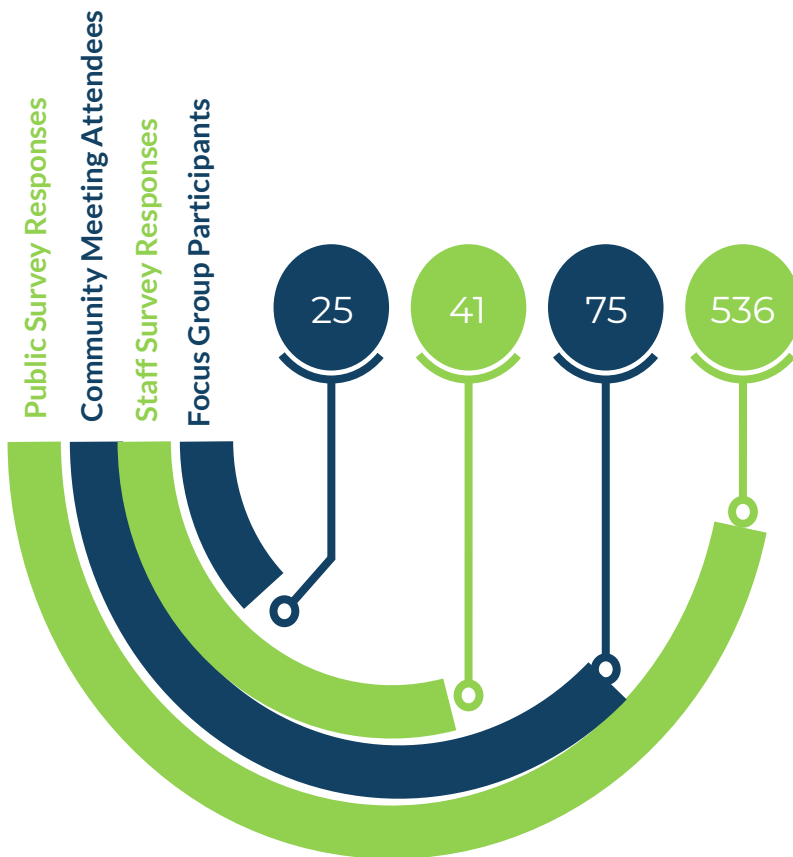
The Work Ahead

- Study project effectiveness based on outcome goals and metrics
- Identify and prioritize opportunities to expand key programs
- Explore additional ways to align library assets (staff skills, facilities, resources, services) to further strategic areas of focus

Implementation is an annual process. Staff will come together at the start of the year to (1) examine key questions; (2) review customer data; (3) celebrate accomplishments; and (4) respond to evolving needs and circumstances. From there, they will set priorities, action items, and outcome goals for the year ahead. Collaboration and pivoting to deliver impact will be the name of the game.

Your Voice

700 community members, leaders, and staff contributed to the planning process



Gallery walks - attendees gave feedback on ten key questions

TIMELINE

MAY-JULY 2022
Community and staff engagement activities

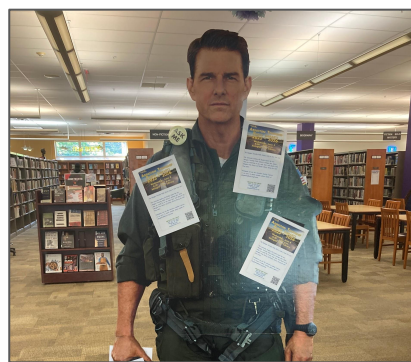
AUGUST-SEPTEMBER 2022
A team of staff and Library Board members update the mission/values and design the plan

OCTOBER 2022
The Library Board formally approves the Plan

NOVEMBER 2022
Share the plan with the community. Begin implementation planning for Year 1



The design team at work on a partner mapping exercise



We enlisted a Top Gun to advertise the community meeting



An online Jamboard allowed for virtual brainstorming

What We Heard

Community & Connection

Survey question: What changes would have the greatest impact to make your local community a better place to live?

"More frequent community gatherings to encourage all parts of the township to interact for a common purpose."

"Bringing people TOGETHER...out of the house and into general conversation with neighbors."

"More kindness and understanding between people from different ideological, political and sociological perspectives. More CIVIL discourse on issues that divide the community."

Enticing Programs & Events

Survey finding: Infrequent library users and non-users would be most likely to increase patronage for programs and events that fit their unique interests.

"More social programs for adults & retirees."

"Meditation Instruction, maybe some finance seminars "

"Mental health workshops for kids and adults"

"Weekend events geared towards my preteens and programs for my 5 year old....my husband and I work Mon-Fri."

Inclusion

11.9% of Abington speaks a non-English language at home. 7.9% experience disabilities (under 65). 23% live paycheck to paycheck without financial resilience.

*ESOL focus group's goals for the year ahead -
Citizenship studies to take the test; Improve English, find a job, fall in love (why not!?)
Travel to a new city with my kids*

"Seniors are a continuum, not a monolithic group. There are younger seniors, older seniors, seniors who are mobile..."

"I would love to have an ongoing program series here for young folks with special needs."

Library Staff

Above all, library patrons value customer service (friendliness, knowledge) and rated ATPL highly. Staff insights include:

Top Strengths - physical materials; computers/ connectivity; digital content; reference service

Top Weaknesses - the library building and spaces; outreach; community meeting rooms; social services for customers

"Try new programming and constant social listening so we have a feedback loop with our patron segments, esp. older adults. Develop synergistic partnerships with others to serve our patrons' real needs and have a holistic picture."



About Us

The Abington Township Public Library includes two library locations: our main branch, the Abington Free Library, and the Roslyn Branch Library. We offer a wealth of free resources to people who live, work, study, and play in the greater Abington area - our 55,000 residents and many more.

We are two physical places, a virtual platform, and a community presence. In a typical year, we circulate 220,000 physical items and 22,000 ebooks; host 200,000 visits to our website (plus 260,000 more on social media!); and welcome over 6,000 people to library-sponsored programs and events.

Thank You

Kudos to our skilled, welcoming, creative staff for their commitment and contributions to ATPL's future.

Gratitude to our Township leaders, the Library Board, and our fabulous community for their support and dedication to the library.

A shout of appreciation to Advancing with Purpose for facilitating the 2023-2026 strategic planning process.

ADVANCING
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Plans for Mission-Driven Organizations





Abingtonfreelibrary.org

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