

Spalding Memorial Library Strategic Plan

January 2024 - December 2026

About Us: Founded in 1897, the Spalding Memorial Library was given to the town of Athens by Jesse Spalding in memory of his son, Robert. In 1901, The incorporated Spalding Memorial Library Association was entrusted with maintaining our stately colonial-style building, which has additionally housed the collection of Tioga Point Museum since it opened in 1898. The building has been on the National Register of Historic Places since 2000. A series of renovations throughout the last century have expanded and modernized the building. Today, the library contains a collection of about 30,000 items. We are a member of the Bradford County Library System, a federated system of nine independent local libraries. The library is funded primarily through donations, which account for up to 80% of its annual operating budget. We offer free membership to all residents of Bradford County. We have been financially supported by our local community since 1927.

Vision: Our vision is to supply sustainable enrichment to the lives of all members of our greater community.

Mission Statement: We are a free community gathering space providing access to knowledge, information, and inspiration for personal and professional development.

Goals and Objectives:

Goal 1: Promote community engagement with an increase in programming for adult populations.

- ❖ Evaluate current outreach partnerships and their impact on their intended audiences (March 2024.)
- ❖ Increase, as is sustainable, outreach events and offerings for senior adults (September 2024.)
- ❖ Increase, as is sustainable, the number and variety of in-house events that are intended for a general adult audience (March 2025.)
- ❖ Determine best media sources for promoting events for each particular age group within the adult range, including young adults (On-going.)
- ❖ Continue to engage adult patrons with print media offerings (On-going.)

Goal 2: Increase donor engagement by establishing an effective framework for promoting gift opportunities.

- ❖ Meet the requirements to become a PA-certified Educational Improvement Organization to attract more corporate donors (December 2025.)
- ❖ Establish contacts with potential local corporate donors and create a list of known contacts and funding request deadlines (October 2026.)
- ❖ Develop and implement an effective campaign to increase awareness of our Endowment Fund (September 2026.)

- ❖ Explore various delivery methods for donation appeals to ensure that all donors receive our message (On-going.)

Goal 3: Continue to increase library visibility through partnerships with other community organizations.

- ❖ Establish a catalog of local entities we have partnered with for events and program offerings (On-going.)
- ❖ Continue to seek out event offerings that highlight services or share expertise from local groups, organizations, or businesses (On-going.)
- ❖ Continue, as is sustainable, our outreach programs for youth in local schools and daycares to promote reading and library offerings (On-going.)
- ❖ Increase the number and variety of partnered events with organizations that service underserved and disadvantaged populations throughout the area (June 2025.)

Goal 4: Expand the variety of resources offered by the library's physical and electronic collections.

- ❖ Continue to reevaluate the effectiveness of resource formats, i.e. print vs. digital (On-going.)
- ❖ Expand the library's circulating collection to include more non-print items, such as games, and/or simple tools needed for ease of living (January 2025.)
- ❖ Pursue more opportunities to support Internet-access throughout the county with hotspots and connected devices, and/or partnerships with other organizations (On-going.)
- ❖ Replace aging computers and printers provided for public use as needed to keep up with technology advancements (On-going.)
- ❖ Identify local history archives that are in special need of digitization and locate funding sources for digitization projects (November 2026.)