

FREE LIBRARY OF PHILADELPHIA
STRATEGIC PLAN 2018-2020

MISSION

The Free Library of Philadelphia advances literacy, guides learning, and inspires curiosity.

VISION

Building an enlightened community devoted to lifelong learning

BUILD A CULTURE OF LITERACY IN PHILADELPHIA

- Design a continuum of programs and services that meets the literacy needs of children, youth, and families
- Expand the capacity to develop, support, and grow multiple adult literacies
- Nurture mission-driven partnerships and implement engagement strategies that advance the Library's ongoing response to community needs

DELIVER AN EXCEPTIONAL CUSTOMER EXPERIENCE

- Implement comprehensive training and professional development for all staff with an emphasis on diversity and inclusion
- Engage communities to identify their needs and the best means to address them
- Create welcoming physical and digital environments
- Establish the Center for Public Life as a leading catalyst for civic dialogue and cultural engagement

EMBRACE CREATIVITY AND INNOVATION

- Encourage staff to experiment, explore, and challenge the status quo
- Work across departments to devise collaborative, creative solutions and improved means of communication
- Foster leadership, partnerships, and creativity that can lead to new opportunities
- Develop mechanisms to continuously assess the environment and external landscape in order to adapt to unanticipated change