2018-2020 STRATEGIC PLAN
FY2019 DASHBOARD

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

In Philadelphia, two-thirds of young children are not reading on grade level. Thirty percent of Philadelphians do not have home internet access. These and other barriers to literacy constrain a thriving city. Access to library resources will provide citizens of all ages with pathways to literacy and enlightenment.

FY 2019 Indicators	0 — 100	Status	Current	Goal
15% increase in visits		72% to goal	9,205,916	12,846,150
15% increase in cardholders		219% to goal	38,117	17,416
1000 new 3rd graders reading at grade level		66% to goal	660	1,000
12 early learning centers receive training/materials		117% to goal	14	12
5 new Digital Res. Specialists in n'hd libs		0% to goal	0	22

Deliver an Exceptional Customer Experience

The needs of library users are changing rapidly. Staff will learn to better engage our customers, provide the environment to accommodate advances, and pioneer new offerings in the cultural and civic arenas.

FY 2019 Indicators	0 — 100	Status	Current	Goal
100% FTEs have customer service training		100% to goal	100%	100%
100% of new hires onboarded within 60 days		100% to goal	100%	100%
5 new recruiting tactics implemented		20% to goal	1	5
6 libraries evaluated on community engagement		50% to goal	2	4
100% of all eligible events livestreamed		75% to goal	75%	100%
20% increase in digital audience views		75% to goal	2,109,653	2,806,717
20% increase in adult program attendance		41% to goal	127,656	311,572
200% increase in Rosenbach attendance		44% to goal	5,846	13,388

Embrace Creativity and Innovation

We don't know what the Library of the future will look like. Nonetheless, we are committed to embracing its challenges by driving change, and fostering exploration among our staff.

FY 2019 Indicators	0 — 100	Status	Current	Goal
Brainstorming held at all clusters		22% to goal	2	9
20 library policies eliminated		0% to goal	0	20
25 pilots launched		80% to goal	20	25
10 new cross-departmental collaborations activated		60% to goal	6	10

*As of 3/31/2019