2018-2020 STRATEGIC PLAN
FY2019 DASHBOARD

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 | 91% to goal 11,635,654 12,846,150
15% increase in cardholders | 259% to goal 45,051 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 5

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 | 20% to goal 1 5
5 new recruiting tactics implemented | 33% to goal 2 6
6 libraries evaluated on community engagement | 100% of all eligible events livestreamed
100% of all eligible events livestreamed | 90% to goal 2,529,879 2,806,717
20% increase in digital audience views | 55% to goal 171,157 311,572
20% increase in adult program attendance | 75% to goal 9,983 13,388
200% increase in Rosenbach attendance | 100% of all eligible events livestreamed

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 | 33% to goal 3 9
20 library policies eliminated | 100% to goal 20 20
25 pilots launched | 80% to goal 20 25
10 new cross-departmental collaborations activated | 80% to goal 8 10

*As of 6/30/2019