



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