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.

2018 Indicators	0 —— 100	Status	Current	Goal
15% increase in visits		16% to goal	2,023,639	12,967,384
15% increase in cardholders		56% to goal	9,800	17,416
1000 new 3rd graders reading at grade level		0% to goal	0	1,000
12 early learning centers receive training/materials		0% to goal	0	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.

2018 Indicators	0 —— 100	Status	Current	Goal
100% FTEs have customer service training		36% to goal	249	693
100% of new hires onboarded within 60 days		0% to goal	0	693
5 new recruiting tactics implemented		0% to goal	0	5
6 libraries evaluated on community engagement		0% to goal	0	6
100% of all eligible events livestreamed		95% to goal	95%	100%
20% increase in digital audience views		16% to goal	460,229	2,806,717
20% increase in adult program attendance		7% to goal	22,731	311,572
200% increase in Rosenbach attendance		5% to goal	969	21,422

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.

2018 Indicators	0 —— 100	Status	Current	Goal
Brainstorming held at all clusters		0% to goal	0	9
20 library policies eliminated		0% to goal	0	20
25 pilots launched		0% to goal	0	25
0 new cross-departmental collaborations activated		0% to goal	0	0

*All current as of 8/30/2018