



FY19 - 21 STRATEGIC PLAN FY2020 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 2020 Indicators	0	100	Status	Current	Goal
15% increase in visits			23% to goal	3,040,632	13,381,002
15% increase in new cardholders			29% to goal	27,493	94,885
25% increase in teen program attendance			35% to goal	17,889	51,381
2% increase in 3rd grade reading scores			0% to goal	0	0
35 literacy-engmnt activities targeted to youth			0% to goal	0	35

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 2020 Indicators	0	100	Status	Current	Goal
20% increase in digital audience views			22% to goal	653,727	3,035,855
20% increase in adult program attendance			17% to goal	34,633	205,388
90% customer satisfaction rate			0% to goal	0	90%
Libraries are open 100% of planned hours			93% to goal	93.3%	100%
100% of major undertakings incorp. community/staff			8% to goal	1	12

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 2020 Indicators	0	100	Status	Current	Goal
25 pilots launched			4% to goal	1	25
5 new recruiting tactics implemented.			0% to goal	0	5
Remove 20 barriers to creativity and innovation			0% to goal	0	20
Provide 10 new opportunities for staff development			0% to goal	0	10

Promote Diversity and Inclusion

An equitable workplace and community space that values all voices and representation gives rise to a stronger organization that better serves our city.

FY 2020 Indicators	0	100	Status	Current	Goal
100% of FT staff have D&I training twice per year			0% to goal	0	100%
Identify 5 new ideas from Diversity Committees			0% to goal	0	5

*As of 9/30/2019