

Reading Public Library 2022 – 2024 STRATEGIC PLAN

We examined Reading Public Library's relationship to the city of Reading and Berks County. This required a look into the future. Based on current political climate, a post Covid-19 world and additional factors, we envisioned our community in the year 2040 and arrived at three scenarios:

Life in the Clouds



Social and economic life migrates almost entirely online. Privacy gives way to big data but also creates new forms of digital democracy and recognition that American society could not survive without cooperation.

Reading Public Library evolves to facilitate digital equity by helping residents participate in life online.

Wild Frontier



A dramatic fragmentation of civic life, in which trust and dialog nearly disintegrate. People retreat online and offline into shared common value "bunkers" excluding outsiders.

Reading Public Library neutrality and our dependence on local, county, and state tax income is challenged.

Paris on the Schuylkill



A new, flowering of civil society where people pull together. Universal Basic Income and higher education growth along with artists and scholars make Reading a sought-after destination for arts and culture.

Reading Public Library becomes an integral partner with local universities and serves as an incubator for arts and innovation.

We used these scenarios to examine our situation in 2021.

Committee members discussed these issues with community partners, gathered perspectives and questioned our own strategic assumptions. We developed a defined plan for the future which consists of four fundamental tracks. These reflect Reading Public Library's continued goals of adapting to community needs, engaging with residents and ensuring resilient library services through an ever-changing personal and digital world.

Track 1

Co-designed Programs

Invite residents to share in the creation, design, and implementation of library programming, displays, and classes that align with the library's mission. The library becomes a platform for support and structure by and for the community.

Track 2

Intentional Partnerships

Develop and sustain relationships with clear benefits for both parties. Partnerships will align with the strategic plan and enhance the quality of life for our residents.

Track 3

Library Staff Reflects the Community

Reflecting the community is more than being accessible, which is often about language and communication. This is visual; residents see themselves in library staff and volunteers. Provide a pathway within our community for training and employment.

Track 4

Create Digital Opportunities

Digital content, devices, and training should be available to all residents. The library becomes a digital content provider and helps residents access and create digital content.

READ PLAY LIVE



READING PUBLIC LIBRARY