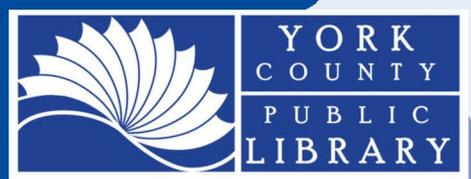




2025-2030 YORK COUNTY PUBLIC LIBRARY STRATEGIC PLAN

YCPL Mission

Connecting our community to resources that enrich their lives through inspiration, accessibility, inclusivity, and empowerment.



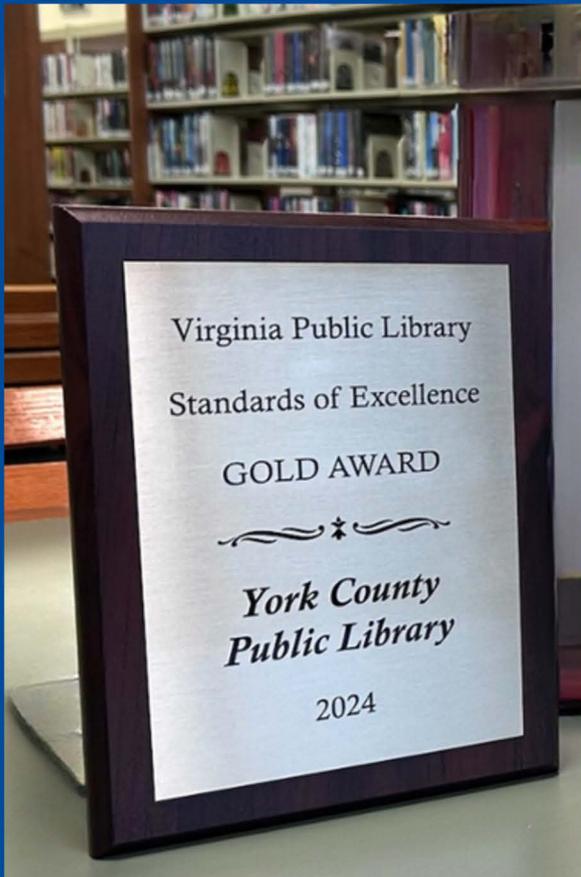
Adopted January 9, 2025

Evaluation and Continuous Improvement

In our commitment to continuous improvement and accountability, library staff will use a comprehensive approach to assess progress toward the strategic goals. By regularly reviewing our efforts, we ensure the library continues to meet the evolving needs of our community. The following tools and metrics will be used to measure our effectiveness:

- **Community and Partner Surveys:** Collect quantitative and qualitative feedback from patrons and community partners to gauge satisfaction, identify gaps, and uncover new opportunities for growth.
- **Usage Statistics and Social Media Reviews:** Annually monitor library statistics, including circulation, new library card applications, program attendance, digital resource usage, and social media responses, to measure the library's reach and impact.
- **Staff Surveys:** Annually seek regular input from staff on the effectiveness of internal practices, areas for improvement, opportunities for mentorship, and professional development needs.
- **Internal Audits:** Over the first 3 years, conduct audits of library communication and marketing, services, resources, programs, and procedures to ensure alignment with strategic goals.
- **Comprehensive Strategic Review:** During the year before the new strategic plan is due to be drafted, conduct a comprehensive evaluation of progress toward strategic outcomes. Use these conclusions to guide the development of the next strategic plan.

By leveraging these tools, the library will remain responsive to community needs while fostering a culture of excellence and continuous improvement.



At the March 2024 Virginia Public Library Directors Association conference, York County Public Library was presented with the Virginia Gold Standard of Excellence Award.

Public Survey Highlights

Conducted via FlashVote in December 2024

More than
70%

used our
libraries in the
last year

97%

were highly
satisfied with
our service

- 70% of respondents checked out books; 47% checked out eBooks.
- Most popular online resources include Libby, Kanopy, digital magazines, genealogy databases, and Consumer Reports.
- Popular in-library services include copying, printing, notary, and scanning.

“We are fortunate to have access to the services and staff of this excellent library system, which we have utilized for years!”

“Always Friendly and Helpful!”

“Libraries offer a wealth of resources that are easily overlooked by many. Those that use the library continue to support the many useful and rewarding programs and offerings.”

“The local libraries are a treasure!”





Priority 1: Community Engagement and Partnerships

Goals:

- Foster current community partnerships and encourage new ones.
- Have an active presence at county and community events.
- Acquire a dedicated outreach vehicle to deepen community impact.
- Collaborate with YCSD and other educational institutions.
- Expand services to underserved areas and populations.
- Make YCPL recognizable through unified branding and messaging.
- Pursue unique, diverse, and intergenerational community opportunities.
- Reinvigorate the Friends of the Library Foundation.

Outcomes We Envision:

- Increased program participation
- Increased engagement with the community
- Positive image and appreciation for the library





Priority 2: Lifelong Learning and Education

Goals:

- Provide education, literacy, and enrichment programs for all ages.
- Provide opportunities for civic engagement and social connectivity.
- Create opportunities for intergenerational connections.
- Provide instruction for current and emerging technology.
- Support ESL and immigrant populations.
- Encourage economic development by fostering programs that support small businesses and entrepreneurship.
- Expand workforce development and employment assistance support.

Outcomes We Envision:

- Increased participation in library programs
- Increased use of library space
- Positive image and appreciation for the library





Priority 3: Services

Goals:

- Provide optimal customer experiences.
- Development of a robust collection of print and digital materials that meet customer needs.
- Provide Internet access and computing services.
- Promote the library as a community meeting space for civic engagement.
- Provide spaces where people connect, are inspired, and share ideas.
- Evaluate facilities and reconfigure space according to community needs.
- Explore evolving community interests and emerging trends.

Outcomes We Envision:

- Increased use of library space
- Increased circulation
- Increased engagement
- Positive image and appreciation for the library





Priority 4: Team/Professional Development

Goals:

- Maintain a supportive work environment.
- Continue to foster a culture of collaboration and mutual respect.
- Recruit and retain a diverse and engaged workforce.
- Strengthen division and department level communication.
- Implement consistent onboarding process.
- Improve staff technological competence.
- Encourage continuing education and conference attendance.
- Support professional growth through continued staff evaluations and individual goal-setting.

Outcomes We Envision:

- Retain highly skilled and dedicated staff
- Increase staff satisfaction
- Foster creativity and enthusiasm
- Encourage active collaboration among colleagues and other county departments
- Increase participation in professional development



YEAR IN REVIEW

York County Public Library
July 1, 2023 - June 30, 2024



368,376

VISITORS TO THE LIBRARY

48,377

REFERENCE
QUESTIONS
ANSWERED



1,319

PROGRAMS
OFFERED



32,105

PROGRAM
ATTENDANCE



619,044

ITEMS WERE
CHECKED OUT



1,368

INSTAGRAM
FOLLOWERS



4,304

FACEBOOK
FOLLOWERS



20,231

PUBLIC COMPUTER
SESSIONS



239,850

DIGITAL ITEMS
CHECKED OUT



44,171

ACTIVE
BORROWERS



4,306

NEW CARDHOLDERS



YORK
COUNTY
PUBLIC
LIBRARY

www.yorkcounty.gov/library

Tabb Library

100 Long Green Boulevard
Yorktown, VA 23693
757-890-5100

Yorktown Library

8500 George Washington Memorial Highway
Yorktown, VA 23692
757-890-3377