



SCHREINER MEMORIAL  
**LIBRARY**

# Strategic Plan 2025—2028

# Introduction

## Library History

Schreiner Memorial Library, formerly Lancaster Public Library, was started in 1902 by the Lancaster Women's Club. It has existed and grown since then, moving first from an upstairs apartment in the downtown area to George Ryland's house in 1911, then into its own library facility in 1958. The most recent expansion of the Schreiner Memorial Library brings all of the best parts of the previous iterations and creates a true community center for the City of Lancaster and its neighbors. The library also maintains a Potosi Branch that was established in 2007. This branch has become an essential service to many Potosi residents. Today's library is quite different from the historic, and sometimes nostalgic, version of a public library. While the physical collections remain an essential core for library services, the library has expanded to include digital resources, programming, community gathering space, flexible space for learning and exploration, computers and internet, and outreach services.

## Purpose of the Plan

Libraries are in the midst of great transformation - people access and use information differently than they did 10 years ago. They interact with one another and with the tools at their disposal differently than they have in the past. The Library needs to evolve in order to keep track of these changes and ensure that all members of the Lancaster community have equal access to the world of ideas that are available. The Strategic Plan is the result of numerous surveys, conversations, and analyses which will guide the Schreiner Memorial Library through this period of transition into a new era of technological and societal expectations. This plan is intended to provide direction to the staff, board, and volunteers of the Library as they adapt boldly and thoughtfully to emerging opportunities.

# Guiding Statements

## Our Vision for Lancaster and Potosi

Schreiner Memorial Library is Lancaster's Center for Lifelong Learning. We are proud to serve residents in Lancaster, Potosi, and the surrounding areas.

## Our Mission

Schreiner Memorial Library brings together people, information, and ideas in an effort to build a stronger community.

## Our Guiding Principles

**Support Intellectual Freedom:** Schreiner Memorial Library supports and defends the ALA position on intellectual freedom and the Freedom to Read statement. All Library users have uncensored access to constitutionally protected information.

**Promote literacy and a passion for reading:** Schreiner Memorial Library recognizes the importance of literacy in our nation. It strives to provide access and supports every patron, no matter their age or background, in becoming a lifelong reader.

**Protect patron privacy:** Schreiner Memorial Library takes patron privacy seriously and respects the confidentiality of patrons' requests for information, their library use patterns, and their borrowing histories.

**Respect and embrace the entire community:** Schreiner Memorial Library celebrates the growing diversity in our communities and strives to be inclusive of all people.

**Support children and youth:** Schreiner Memorial Library endeavors to join parents and educators in the important task of raising thoughtful readers and informed citizens. We work with the schools to supplement learning opportunities and close achievement gaps.

**Form strong relationships:** Schreiner Memorial Library extends its impact on its communities through partnerships with individuals, public and nonprofit agencies, community groups, educators and businesses.

**Adapt and innovate:** Schreiner Memorial Library invests in its staff in order to grow and evolve as the needs and wants of its patrons change. It is a learning organization with flexibility and innovation at its core.

**Provide equal access and accessibility to all:** Schreiner Memorial Library believes in removing barriers. It strives to find new ways to reach patrons and provide the resources they need in the ways they need them.

## Goal #1: Strategic Marketing and Communications

### A. Increase awareness of library services, resources, and offerings

- Implement regular outreach efforts including “Fun Fact Friday,” newspaper articles, and media interviews to highlight library services.
- Use a variety of platforms to consistently share updates and promote upcoming programs and services.

### B. Coordinate communications with local school districts

- Develop communication channels with area schools to ensure consistent and timely sharing of library information.
- Align messaging to support students, families, and educators in accessing library programs and resources.

## Goal #2: Core services that meet Community Needs

### A. Evaluate and adapt programming for both Lancaster and Potosi

- Conduct a review of current programs to assess relevance and effectiveness in each community.
- Assess staffing needs to maintain and expand programming at both locations.

### B. Streamline the rotation of materials between Lancaster and Potosi

- Establish and implement a regular schedule for rotation materials from Lancaster to Potosi.
- Monitor and evaluate the rotation system to ensure a fresh and balanced collection at both sites.

## **Goal #3: Strengthen Community Collaborations**

### **A. Partner on centralized channels to promote community events**

- Write a grant for electronic community signage in collaboration with the City of Lancaster, Chamber, local businesses, and non-profit organizations.
- Work with Community stakeholders to create and maintain a shared digital calendar of local events.

### **B. Coordinate a shared, online directory of community resources to assist patrons, partners, and the public**

- Survey local organizations and agencies to collect and organize a list of available community resources.
- Determine a procedure for regularly reviewing and updating the directory.