

# 2026-2028 Strategic Plan



Where your story begins

**YCL has identified five long-range strategies, anchored to Literacy for Change, to advance its mission and achieve its vision.**

*York County Libraries' mission and vision is to strengthen the York County community and to enrich individual lives.*

1

**York County Libraries will expand access and community engagement by positioning YCL as a safe, welcoming, trusted resource for all residents.**

- Automate the library card process to enable instant online activation.
- Target outreach to underserved groups and communities through tailored programs and channels.

### *Critical Measures of Success:*

- Number of active cardholders
- Number of resources accessed
- Number of program participants

2

**York County Libraries will strengthen staff and volunteer capacities.**

- Launch a management development program for employees.
- Implement a formal mentorship program for employees.
- Establish volunteer training, recognition, and retention practices across the county.

### *Critical Measures of Success:*

- Staff and volunteer retention rate
- Number of staff participating in leadership development
- Number of internal promotions
- Positive overall NPS/satisfaction survey results

3

**York County Libraries will diversify and grow revenue to ensure financial sustainability and growth.**

- Sustain fee-for-service offerings including story time contracts, events, and birthday packages.
- Execute Literacy for Change and Beyond the Books fundraising events with countywide reach.
- Develop corporate, nonprofit, and foundation partnerships with clear value propositions.
- Evaluate Literacy for Change brand asset and toolkit opportunities.

### *Critical Measures of Success:*

- Amount of increased revenue
- Number of additional donors
- Number of retained donors
- Increased net revenue from initiatives
- Number of \$12 donations from individual library members

4

**York County Libraries will integrate marketing and communication to promote YCL's value, drive engagement and build support.**

- Implement a comprehensive marketing plan aligned with strategies and campaigns.
- Sustain centralized social media to branches with shared standards, training, and support.

### *Critical Measures of Success:*

- Digital engagement
- Number of new library cards attributable to campaigns
- Increased number of staff who understand goals
- Increase in donations
- Increased door count

5

York County Libraries will lead county youth learning and literacy to ensure the next generation sees YCL as their place.

- Establish tween events
- Create library card drive for ninth graders
- Anchor Literacy for Change in youth programs

### *Critical Measures of Success:*

- Number of tweens and teens participating in programs
- Number of active school partnerships
- Percentage of youth and family satisfaction



***Remove barriers and expand reach***



***Strengthen staff, volunteers, and services***



***Secure long-term sustainability***



***Amplify community impact and results***



***Accelerate outcomes for children and teens***