

A black and white photograph of a modern desk setup. On the desk, there is a laptop, a mouse, a mug, and a camera. The desk is positioned next to a window that looks out onto a building. The image is used as a background for the title slide.

# Advocacy Action Plan

Info 505 | November 2020

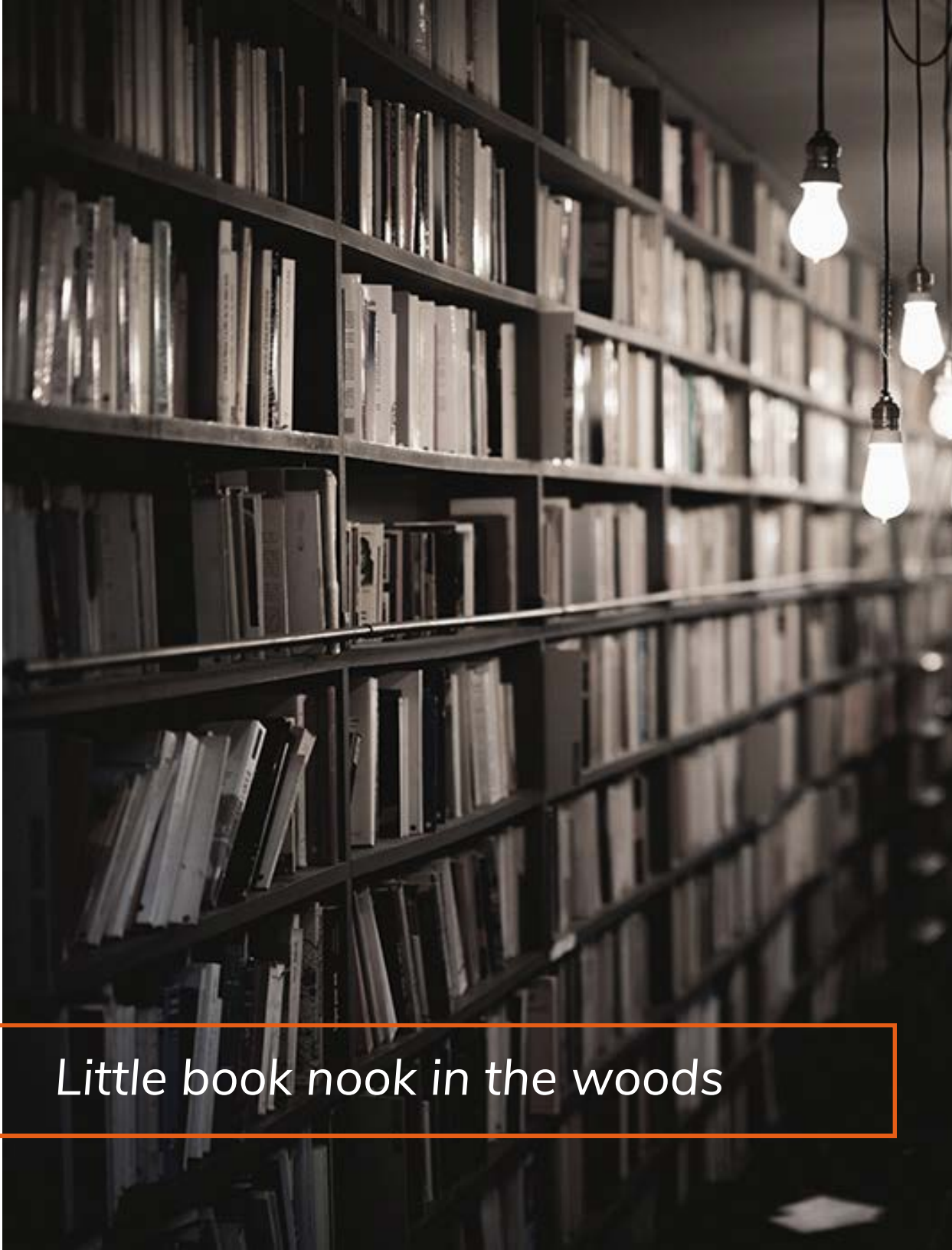
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# Chester Springs Library

1709 Art School Road  
Chester Springs, PA 19425

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Member of the Chester  
County Library System

A photograph of a library interior. Tall, dark wooden bookshelves are filled with books, creating a sense of depth. Several white, incandescent light bulbs hang from the ceiling, casting a warm glow. The perspective is from a low angle, looking down the length of the bookshelves.

*Little book nook in the woods*

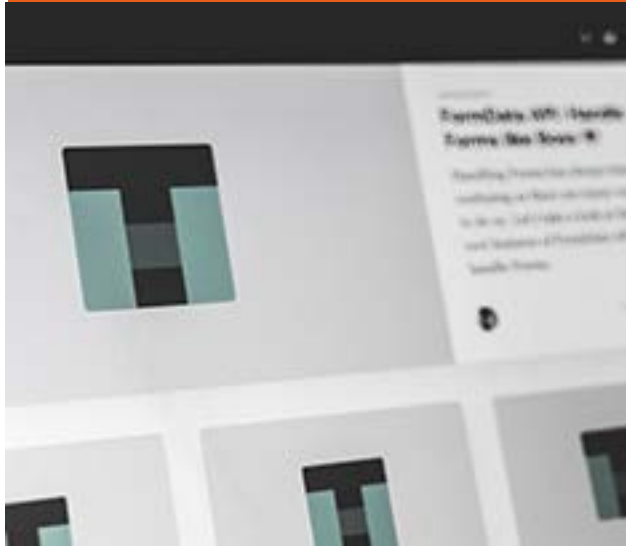
# Community Needs Overview



Learning Opportunities



Community Involvement



New Website

# Community Needs

Detail View

**50%**

## New Website

- Modern UX / UI
- Search Engine Optimized
- Easy to maintain and update

**25%**

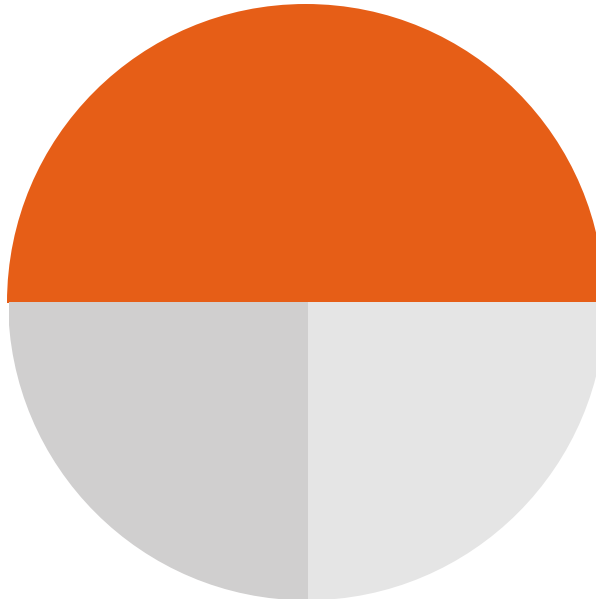
## Learning Opportunities

- Online and remote classes
- Community forum
- Remote help on any subject

**25%**

## Community Involvement

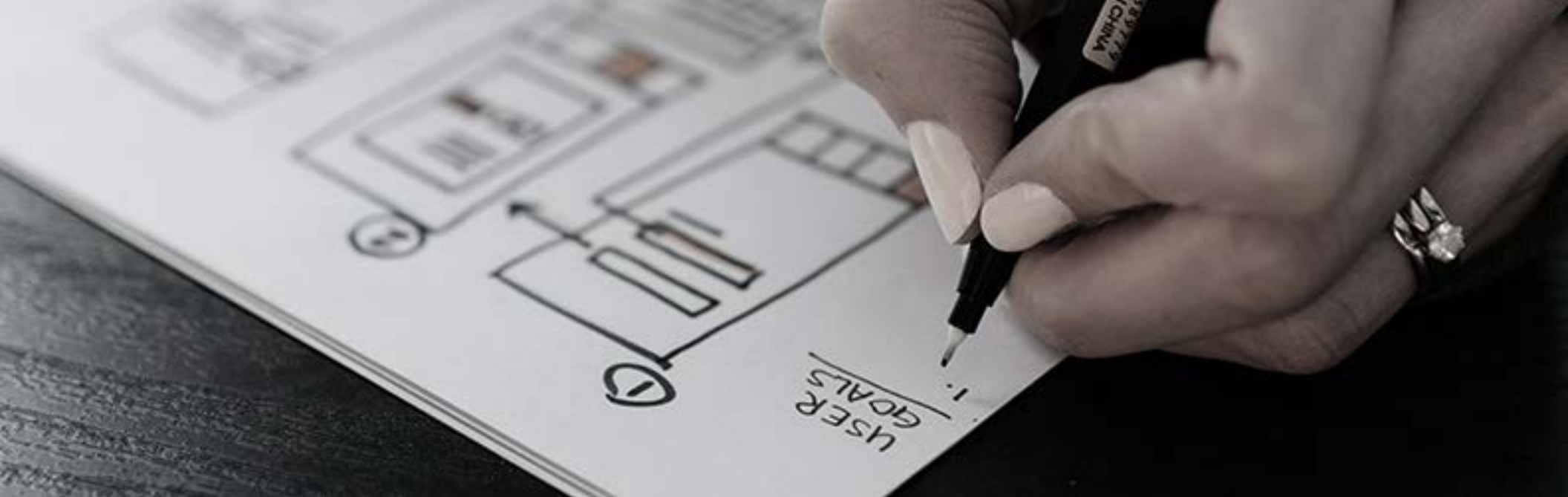
- Input during design process
- Feature Requests



## Advocacy Goal






The goal is to develop a new digital experience (website) for the Chester Springs Library. We need to focus on the ability to better serve the community during the Covid-19 pandemic. We want the new digital experience to be a hub for the community, where members can come for research and literature and share experiences. The new website will be responsive, forward-thinking in design and development, and most importantly easier to use.





# Objectives

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-  Increase budget funds to cover design and development.
-  Interview 3 design agencies, with at least one of those being a local business.
-  Interview patrons to understand user needs and desires for the new website.
-  Monitor web traffic before, during and after site launch.
-  User testing to improve designs, UX and UI of the new web experience.



# Primary Target Audience

## West Pikeland Township

### Action

- Approve funds from the yearly budget for a new website
- Approve request for proposal (RFP) winning bid

### Relationship with Library

- Very strong! Part of the yearly Township budget gets allocated to the Chester Springs Library

### Current Perception of the Library

- Very supportive of Library initiatives

### Desired Perception of the Library

- A strong pillar in the success of the community, local events and local business.

### Library Categories of Greatest Impact

- Impact on the Community
- County and Township statistics





# Secondary Audience

## Community Leaders, Non-Profits & Businesses

### Action

- Advocate for more integration into the community and its businesses.

### Relationship with Library

- There is limited program collaboration with local business that could be vastly improved.

### Current Perception of the Library

- Some take advantage of what the library has to offer more than others.

### Desired Perception of the Library

- A strong pillar in the success of the community, local events and local business.

### Library Categories of Greatest Impact

- Community outreach
- Name exposure for the local businesses



# Library Stakeholders

## Library patrons & Chester County Library System

### Action

- Reach out to Township officials
- Hold community Zoom meetings

### Relationship with Library

- Very strong!

### Current Perception of the Library

- Overall, very positive. Surveys during the Zoom meetings would help strengthen our view on perception.

### Desired Perception of the Library

- A staple of the success of the community, providing many essential resources during a very difficult time.

### Library Categories of Greatest Impact

- Individual growth



## Core Advocacy Message

The library offers important services and educational resources to the public. The Covid-19 pandemic has precluded the library from offering those services and resources. You can help by supporting an increase to the Township budget, which will allow the library to design and develop a modern web experience that will provide the important services and educational resources that the public has come to expect from the library.



# Supporting Message 1

Covid-19 has ushered in unrepresented times for the patrons of the Chester Springs Library. Because of the pandemic, our patrons are not able to take advantage of the services the library has to offer them. These services include research, literature and the ability to share community events and experiences. This is the main reason to support the Township budget increase for a new website for the library. With a new website, the library will have the ability to offer all of the services listed above in a remote format that far surpasses the current website's capabilities.



## Supporting Message 2

With our patrons trying to minimize their exposure to the Covid-19 virus, the library's ability to offer all of its services in a remote format is a crucial part of the library's ability to stay relevant within the community, which the current website is unable to support. By supporting the approval of the Township budget increase, we will foster the library's relevance within the community by ensuring the library has the technical ability to offer all of its community services with a new website.



## Supporting Message 3

As a result of the pandemic, library visits have decreased over 80% from the same time last year. Although visiting numbers are down, the demand of the library services remains strong. By supporting a Township budget increase for a new website, you will make sure the library is offering the same amount of services to patrons in a remote setting.







PASSION LED US HERE

## Library Story

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Primary audience are key members of the West Pikeland Township Board



Emphasis on the current pandemic and how the virus is effecting the day to day operations of the library



Emphasize the importance of having the ability to offer all of the library's great services



Anecdote for historical aspect of the library

# Library Story

The little book nook in the woods is affectionally how the patrons of the Chester Springs Library refer to their public library. For over one hundred and fifty years, the library has been offering services to the surrounding community. The library is facing unprecedented times during the Covid-19 pandemic, and the well-known services offered by the library are not able to be utilized by the community. The current website does not have the ability to offer educational, research, literature and community services.

This library has been through two world wars and two industrial revolutions, and it was here when we landed a man on the moon. The library has been here for the proudest days of our country and has witnessed our country's darkest moments. The library has proven to this community that it has the ability to withstand the test of time. The current landscape of our country has changed drastically in the past six months, and the day-to-day operations of the library have equally changed. Given everything this library has seen, we are confident that this will be one more event to be recorded in the history pages of the Chester Springs Library.

This advocacy plan accomplishes the main goal of supporting a Township budget increase so that the library can design and develop a new website that will be capable of delivering all of the library services that the patrons have come to know and love in an easy-to-use remote offering format during these pandemic times

# References

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- About Chester Springs Website. ( 2020 ) Retrieved from:  
[↗ https://www.chesterspringslibrary.org/](https://www.chesterspringslibrary.org/)
- About West Pikeland Towhship ( 2020 ) Retrieved from:  
[↗ http://www.westpikeland.com/](http://www.westpikeland.com/)
- About Chester County Library System ( 2020 ) Retrieved from:  
[↗ https://www.ccls.org/](https://www.ccls.org/)