

# **Medina County District Library STRATEGIC PLAN 2013 - 2014**

## **GOAL 1: Design the Library experience from the members' point of view.**

STRATEGY 1.1: Increase the customer satisfaction by 5% by the end of 2014

STRATEGY 1.2: Increase use (hits) of the Virtual Branch by 10% by end of 2014.

STRATEGY 1.3: Increase followers on Social Medina sites by 5% per year.

## **GOAL 2: MCDL will be the expert in reading, lifelong learning and literacy for the community.**

STRATEGY 2.1: MCDL will develop four new system-wide literary events by the end of 2014.

STRATEGY 2.2: In early 2013 MCDL will identify an expert(s) in each branch in the areas of reading, lifelong learning and technology who will promote at least three new trends per year that will enhance the customer experience.

STRATEGY 2.3: By the end of 2014, MCDL will establish at least three new partnerships that can provide expertise and support to library services.

## **GOAL 3: MCDL will innovate for efficient and sustainable operations.**

STRATEGY 3.1: Convert to 95% self-check model by 2015.

STRATEGY 3.2: Implement at least 2 new methods to promote a positive culture of innovation and change by the end of 2013.

STRATEGY 3.3: Re-evaluate use of space at all branches, repurpose according to member needs and emerging technologies by 2014.

STRATEGY 3.4: Increase adult volunteer hours by 5% per year.

STRATEGY 3.5: Implement an evaluation method for programming and services by the end of 2014.

STRATEGY 3.6: Create at least 3 methods to streamline business office procedures by 2014.

STRATEGY 3.7: Increase donations and "Grant" dollars by 5% each per year.