MCDL 2016 – 2019 Strategic Plan

Goal 1: Facilities: Manage facilities in a fiscally responsible manner to provide an environment that enhances the library experience for library members, staff and the general community. Be the meeting place that is inclusive for everyone in the community to learn, read and connect.

Target 1
Create a facilities plan that assesses library buildings and vehicles

Target 2
Renovate and repurpose library spaces to adapt to the needs of users and provide comfortable meeting spaces

Target 3
Develop a comprehensive plan for an infrastructure that supports technology and bandwidth needs

Target 4
Address branch- specific needs based upon the community of each library

Target 5
Take a proactive approach to maintaining the interior and exterior of library facilities

Goal #2 – Staffing: Attract and retain staff who are well trained to offer charismatic and knowledgeable customer service to all library users. Emphasize a positive library experience and provide expertise for use of services and technology.

Target 1

Compare library employee salaries and benefits against those of other library systems

Target 2
Create an overall staffing plan that assesses the mix of full time vs. part time employees

Target 3
Develop a comprehensive staffing plan to review current positions and utilization of resources

Target 4
Encourage internal staff development and external training
        4a   Internal Professional Development
        4b   External Training

Target 5
Review and standardize the employee interview process

Target 6
Provide training that encourages a conversational approach to customer service, rather than a transactional approach.

Target 7
Establish an employee career path

Target 8
Establish new employee training/on-boarding and mentoring processes

Goal #3 – Communications- External and Internal

Target 1- External Communications
Communicate library programs, services and technology offerings to increase usage among our community and to foster collaboration with key community partners.

Target 2 – Internal Communications
Communicate with all library personnel to ensure that everyone has a clear set of expectations of the library's goals and initiatives. Create a culture of appreciation amongst team members to support staff morale.

Goal #4 – Books and Materials: Offer a broad selection of books and multimedia options to meet the needs of the community to ensure that the library remains a relevant source for reading, educational and entertainment materials in all formats.

Target 1
Ensure commitment to having the best collection across the district and branch specific

Target 2
Develop a strategy and expectations of merchandising materials

Target 3
Maintain a commitment to purchasing materials at a prescribed percentage of the budget

Target 4
Provide users accessibility to the library catalog through various mediums, e.g. website, apps, etc.

Target 5

Link books and materials to programming

Goal #5 – Technology: Provide access to technology and Internet connection for within library facilities and outside in the surrounding community.

Target 1
Create a comprehensive technology plan that includes hardware and bandwidth needs inside the library and outside in the community

Target 2
Establish expectations regarding use of technology amongst staff

Target 3
Utilize phone system data to analyze telephone engagement with callers

Target 4
Leverage partnerships and alternative funding opportunities for technology, including Maker Space

Goal #6 – Programming and Service: Provide data driven programming and services that engage existing members, increase library usage for non-members and explore opportunities to enhance the library experience. Continue programming that spans usage from early literacy education to adult events.

Target 1
Create data driven priorities and expectations for programs and services, including community input

Target 2
Leverage best practices for programs and services from other library systems

Target 3
Evaluate the roles of teams that manage programs and services

Goal #7 – Financial: Continue to manage the finances of the library district in a fiscally responsible and transparent manner.

Target 1
Create transparency by communicating the fiscal activities of the library system

1a	Communicate to library staff and Board
1b	Communicate to the library users, general community and key partners

Target 2
Submit all compliance related information in a timely manner

Target 3
Seek alternative funding sources

Target 4
Renew library funding

Target 5
Establish, communicate and develop expectations concerning internal financial controls and processes, including payroll system and registers, etc.