



Meherrin Regional Library System

Serving Brunswick, Greenville and Emporia • www.meherrinlib.org

Five Year Strategic Plan FY18-FY22

Mission: The mission of Meherrin Regional Library System is to serve as an essential public resource, a treasury of knowledge, providing evolving information, promoting reading, lifelong learning and enjoyment for all.

Vision: Meherrin Regional Library System bridges community learning, education, opportunity and enjoyment for all.

Core Values:

- Integrity
- Diversity
- Equal Access
- Service
- Excellence
- Lifelong learning
- Growth and development
- Building relationships & partnerships
- Fun and enjoyment

Roles:

- Reference Library
- Educational Support Center
- Popular Materials Library
- Preschooler's Door to Learning
- Resource & Depository for Local History & Genealogy Research

FY 18 (2017- 2018)

Circulation/Adult Services

Goal: Increase patron awareness of our offerings and material locations, as well as holidays, celebrations, and current events in an aesthetically pleasing and easy to understand format encouraging additional library use, learning, enrichment and enjoyment.

Objective: Update and revise material/information presentations in both facilities.

Cataloging/Collection Development

Goal: Efficiency, effectiveness, accuracy, and timeliness in cataloging and processing results in greater access and positive use of the library resources and services by patrons.

Objective: Implement in the department the analysis results of 2016-2017.

Administration

Goal: Have viable tools to reference, following the organization's mission, vision and core values, with specific goals, objectives and direction guiding the organization as ever changing internal and external issues impact and shape the organization.

Objective: Keep all plans up to date as stated in MRLS Policy Manual and ensure compliance as necessary with MRLS Board of Trustees and Library of Virginia directives.

Technology

Goal: Achieve technology needs following a systematic and logical approach utilizing library funds for maximum products and services in technology while meeting all state and E-rate requirements as well as staff and patron needs.

Objective: Maintain annual MRLS Technology Plan and ensure timely submission to MRLS Board of Trustees and the Library of Virginia.

Children's and Youth Services

Goal: Enhance the ease of access for staff, learning opportunities and offerings, program success, as well as enjoyment of reading to children and youth services.

Objective: Replace technology as necessary according to the MRLS Technology Plan. Re-define children and youth services spaces and materials.

FY 19 (2018- 2019)

Public Services

Goal: Encourage literacy, the love of reading and lifelong learning by promoting the library as the community center for the development of young readers and lifelong learners of all ages.

Objective: Evaluate youth services' programming in relation to community interest and need; realign as necessary.

Objective: Investigate ways to increase the number of youth who participate in and complete the Summer Reading Program.

Objective: Identify appropriate staff training opportunities in reference and readers' advisory services. Encourage staff members to take advantage of training opportunities which will enhance library services to lifelong learners and those who pursue reading for enjoyment.

Goal: Increase the ability of persons with disabilities to have access equity to library facilities, collections, and services.

Objective: Plan for and achieve funding for improvements in disability access at both locations. Entry door access should be improved.

Collection Management

Goal: Enhance the collection of library materials to best meet the needs and expectations of library users.

Objective: Ensure library material acquisition is linked directly to patron demands and usage. Adapt acquisitions to statistical usage and changing media technologies.

Objective: Reduce service floor clutter by creating more open and visually appealing library displays and spaces. Link all material storage facilities with user driven need for shelf or floor spaces.

Objective: Increase library material acquisition to allow for those with eyesight or auditory needs better access to materials.

Circulation/Customer Services

Goal: Achieve exceptional customer service every day in both libraries.

Objective: Increase staff development training to enhance customer service; provide a minimum of two customer service training sessions annually for all staff.

Objective: Investigate funding resources to increase staffing levels by the addition of one professional librarian position and additions to the part-time staffing levels.

Marketing/Outreach/ Programming

Goal: Expand and enhance the role of the libraries as community gathering places.

Objective: Review annual programming and publicity calendar events to adjust or realign as necessary. Strengthen library programs or participation in community programs which create or foster community interactions.

Objective: Investigate the provision of regular programs for senior citizens at both libraries.

Objective: Enhance interior spaces that offer the opportunity to read, work, gather and socialize.

Goal: Develop an overall Library Marketing Plan.

Objective: Investigate aspects for inclusion in a comprehensive marketing plan with plan targeted developmental areas.

Objective: Use library facilities as promotional tools; devote more floor space and prominent areas to the most popular items and activities.

Technology

Goal: Reach more people in more places through the library website and social network presence.

Objective: Continue to develop and enhance the library's electronic branch, our website.

Objective: Investigate which social networking tools aid in users connecting to library resources and information.

Objective: Maintain library technology with up-to-date software and hardware. Ensure planned replacements are available as needed for optimal public service functions.

Administration

Goal: Continue to be good stewards of the public trust and resources.

Objective: Update library policies and procedures with a customer service focus. Remove any unnecessary barriers to the resources and services of the library.

Objective: Separate procedures from policies and enclose internal library procedures in a separate accessible vehicle for ease of staff use and updating.

Goal: Have viable tools to reference, following the organization's mission, vision and core values, with specific goals, objectives and direction guiding the organization as ever changing internal and external issues impact and shape the organization.

Objective: Ensure implementation of MRLS logo and tagline on all public documents.

Objective: Study administrative functions and formulate plans for streamlining functions as determined to be advantageous to library services.

Objective: Since employees who are compensated at a fair market value are more likely to perform at the high level of customer service the Library expects of its employees, investigate the provision of pay schedules and position classifications. These should be consistent with position level responsibilities and compensation at fair market rates.

Approved by Meherrin Regional Library Board of Trustees, May 14, 2014.

FY 20 (2019- 2020)

Public Services

Goal: Encourage literacy, the love of reading and lifelong learning by promoting the library as the community center for the development of young readers and lifelong learners of all ages.

Objective: Evaluate adult and senior services' programming in relation to community interest and need; realign as necessary.

Objective: Work closely with area schools to encourage increased youth participation and completion of the Library's Summer Reading Program.

Objective: Encourage staff members to take advantage of training opportunities which will enhance library services to lifelong learners and those who pursue reading for enjoyment. Staff members shall attend at least three service skills trainings per year and after the training demonstrate their acquired knowledge.

Goal: Increase the ability of persons with disabilities to have access equity to library facilities, collections, and services.

Objective: Continue efforts to achieve funding and implementation of disability service improvements.

Collection Management

Goal: Enhance the collection of library materials to best meet the needs and expectations of library users.

Objective: Continue to ensure library material acquisition is linked directly to patron demands and usage. Adapt acquisitions to statistical usage and changing media technologies.

Objective: Reduce service floor clutter by creating more open and visually appealing library spaces.

Objective: Increase library material acquisition to assist those patrons with eyesight or auditory needs.

Circulation/Customer Services

Goal: Achieve exceptional customer service every day.

Objective: Provide annual statistical and outcome reports to local jurisdictions and the Library Board of Trustees.

Objective: Promote increased funding for expanded evening and Saturday public service hours.

Objective: Require a minimum of three customer service training sessions annually for all staff members. After training staff members can demonstrate or share knowledge gained with other staff members.

Marketing/Outreach/ Programming

Goal: Expand and enhance the role of the libraries as community gathering places.

Objective: Conduct an annual review of library programming goals and adjust the library publicity calendar of events to realign as necessary.

Objective: Evaluate interior library space utilization. As space and service needs warrant plan enhanced interiors through offering optimal reading, research, technology, and meeting room spaces. Using library facilities as promotional tools devote more floor space and prominent areas to the most popular items and activities.

Goal: Write a comprehensive Library Marketing Plan based upon research from the prior year.

Objective: The written Library Marketing Plan should target development areas as a result of the prior year's Strategic Plan marketing plan investigation.

Objective: Periodically conduct patron surveys on areas targeted for development or to ensure service satisfaction.

Technology

Goal: Reach more people in more places through the library website and social network presence.

Objective: Continue to develop and enhance the library's electronic branch, our website.

Objective: As necessary adjust the Library's website to better accommodate mobile app use.

Objective: Establish a Library staff wiki for staff information, development, and networking.

Objective: Establish Library staff computer literacy competencies for each job classification and provide access to computer and technology educational opportunities.

Objective: Conduct a feasibility study regarding the replacement of public computer access of Microsoft Office software with other free software such as Google Docs. Reduction of operating costs and increased patron accessibility should be considered.

Administration

Goal: Continue to be good stewards of the public trust and resources.

Objective: Continue to update library policies and procedures with a customer service focus. Carefully consider access to the library's resources and services.

Goal: Have viable tools to reference, following the organization's mission, vision and core values, with specific goals, objectives and direction guiding the organization as ever changing internal and external issues impact and shape the organization.

Objective: Ensure the MRLS logo, tagline, and website address are included on all public documents.

Objective: Implement, as appropriate, plans allowing for streamlining of administrative tasks as revealed in the prior year's study.

Objective: Since employees who are compensated at a fair market value are more likely to perform at the high level of customer service the Library expects of its employees, investigate provision of pay schedules and position classifications that are consistent with position level responsibilities and compensation at fair market rates. Continue to implement and maintain compensation rates at fair market rates.

Approved by Meherrin Regional Library Board of Trustees, June 5, 2015.

FY 21 (2020- 2021)

Public Services

Goal: Encourage literacy, the love of reading and lifelong learning by promoting the library as the community center for the development of young readers and lifelong learners of all ages.

Objective: Implement new or additional adult and senior services' programming in relation to community interest, need, and the results of the prior year's evaluation of such services; realign as necessary.

Objective: Continue to work closely with area schools, both public and private, in encouraging youth participation in and completion of the Library's Summer Reading Program. Assist schools with their summer reading initiatives if these are separate programs from the Library's.

Objective: Encourage staff members to take advantage of training opportunities which will enhance library services to lifelong learners and those who pursue reading for enjoyment. Staff members must attend at least five service skills trainings per year and after the training demonstrate their acquired knowledge.

Goal: Increase the ability of persons with disabilities to have access equity to library facilities, collections, and services.

Objective: Continue efforts to achieve funding and implementation of disability service improvements.

Collection Management

Goal: Enhance the collection of library materials to best meet the needs and expectations of library users.

Objective: Continue to ensure library material acquisition is linked directly to patron demands and usage. Adapt acquisitions to statistical usage and changing media technologies.

Objective: Continue reduction of service floor clutter by creating more open and visually appealing library spaces along with creative reading display materials that provide a quick take me out type of public access to such materials.

Objective: Increase library material acquisition in the provision of electronic reading materials and actively promote such materials to the public.

Circulation/Customer Services

Goal: Achieve exceptional customer service every day.

Objective: Provide annual statistical and outcome reports to local jurisdictions and the Library Board of Trustees.

Objective: Provide statistical data along with meaningful personal experiences of library users to promote increased funding for expanded evening and Saturday public service hours.

Objective: All staff members to attend a minimum of three customer service training sessions annually. After training staff members demonstrate or share knowledge gained with other staff members.

Marketing/Outreach/ Programming

Goal: Expand and enhance the role of the libraries as community gathering places.

Objective: Adjust library events and programming to reflect the prior year's review of library programming goals.

Objective: As interior space and service needs warrant adapt library spaces to enhance interiors by offering optimal reading, research, technology, and meeting room spaces. Use library facilities and interior spaces as promotional tools by devoting more floor space and prominent areas to the most popular items and activities.

Goal: Write a comprehensive Library Marketing Plan based upon research from the prior year.

Objective: Revise as needed the prior year's written Library Marketing Plan.

Objective: Periodically conduct patron surveys on areas targeted for development or to ensure service satisfaction.

Technology

Goal: Reach more people in more places through the library website and social network presence.

Objective: Enhance the library's electronic branch, our website.

Objective: Ensure the Library's website provides a mobile app for library access.

Objective: Implement results of prior year's feasibility study regarding the replacement of public computer access by provision of more free software such as Google Docs and reduction of reliance upon paid software products such as Microsoft Office products.

Objective: Investigate feasibility of utilizing cloud based storage for Library computer and office records.

Administration

Goal: Continue to be good stewards of the public trust and resources.

Objective: Continue to update library policies and procedures with a customer service focus. Carefully consider access to the library's resources and services.

Goal: Have viable tools to reference, following the organization's mission, vision and core values, with specific goals, objectives and direction guiding the organization as ever changing internal and external issues impact and shape the organization.

Objective: Ensure the MRLS logo, tagline, and website address are included on all public documents.

Objective: Continue ensuring that Library employees are paid at fair market rates.

Approved by Meherrin Regional Library Board of Trustees, July 13, 2016.

FY 22 (2021- 2022)

Public Services

Goal: Encourage literacy, the love of reading and lifelong learning by promoting the library as the community center for the development of young readers and lifelong learners of all ages.

Objective: Evaluate and increase adult and senior services' programming in relation to community interest, need, and as based on previous year's outcomes.

Objective: Continue to work closely with area schools, both public and private, in encouraging youth participation in and completion of the Library's Summer Reading Program. Collaborate with schools to encourage and enhance student's reading skills throughout year.

Objective: Encourage staff members to take advantage of training opportunities which will enhance library services to lifelong learners and those who pursue reading for enjoyment. Staff members must attend at least five service skills trainings per year and after the training demonstrate their acquired knowledge.

Goal: Increase usage of library products and services through targeted promotions throughout year.

Objective: Collect and provide statistical data which demonstrates effective promotional results.

Goal: Increase the ability of persons with disabilities to have access equity to library facilities, collections, and services.

Objective: Continue efforts to achieve funding and implementation of disability service improvements.

Collection Management

Goal: Enhance the collection of library materials to best meet the needs and expectations of library users.

Objective: Continue to ensure library material acquisition is linked directly to patron demands and usage. Adapt acquisitions to statistical usage and changing media technologies.

Objective: Increase library material acquisition in the provision of electronic reading materials and actively promote such materials to the public.

Objective: Examine library signage which directs the user to the collections and that promote library materials through attractive displays

Circulation/Customer Services

Goal: Achieve exceptional customer service every day.

Objective: Provide annual statistical and outcome reports to local jurisdictions and the Library Board of Trustees.

Objective: All staff members to attend a minimum of three customer service training sessions annually. After training staff members demonstrate or share knowledge gained with other staff members.

Marketing/Outreach/ Programming

Goal: Expand and enhance the role of the libraries as community gathering places.

Objective: Adjust library events and programming to reflect the prior year's review of library programming goals.

Goal: Review Marketing Plan and examine the plan's methods in action.

Objective: Revise the Library's Marketing Plan as needed.

Technology

Goal: Reach more people in more places through the library website and social network presence.

Objective: Enhance the library's electronic branch, our website.

Objective: Ensure the Library's website provides a mobile app for library access.

Objective: Examine social media networks in relation to the library's potential for community reach

Objective: Update operating systems and computer software as needed.

Administration

Goal: Continue to be good stewards of the public trust and resources.

Objective: Continue to update library policies and procedures with a customer service focus. Carefully consider access to the library's resources and services.

Goal: Have viable tools to reference, following the organization's mission, vision and core values, with specific goals, objectives and direction guiding the organization as ever changing internal and external issues impact and shape the organization.

Objective: Ensure the MRLS logo, tagline, and website address are included on all public documents.

Objective: Continue ensuring that Library employees are paid at fair market rates.

Approved by Meherrin Regional Library Board of Trustees, July 12, 2017.