

# Mars Area Public Library

## 5 Year Strategic Plan 2021-2025

(Approved 11/16/2020)

**Mission:** The mission of the Mars Area Public Library is to inform, educate, entertain, and culturally enrich by providing books and library materials as well as facilities and professional services for all individuals in our service area.

**Vision:** A community destination for education, entertainment, and social interaction.

### Executive Summary

The Strategic Planning Committee, a committee of the Library Board of Trustees and the Library Director began to meet in fall 2020 with the goal of developing a plan for library operation for the future. The Plan updates the 2015-2020 Strategic Plan and covers a period of five years. The drafting process included consideration of current and emerging library trends, recognition of the library's strengths and weaknesses, seeking community input and developing the Plan. The Plan reflects the priorities of the Mars Area community.

### Priorities and Goals

1. Technology
  - Write a technology plan that reflects the current status of what we own and presents a clear representation of what we will need in the future
  - Add more computers and devices that can be designated for teens and children in their areas of the building.
  - Purchase laptops, hotspots and other devices that can be circulated both in and outside of the library
  - Look at developing services and resources in line with local makerspace and robotics initiatives
  
2. Programs and Services
  - Continue events offered for preK, teens, adults including Summer Reading, individual technology appointments and book clubs
  - Increase programs and services with a focus on school age children, teens, travel/history, health and wellness, and book clubs
  - Develop a book delivery service for homebound individuals
  - Create educational kits to promote literacy and learning together for families and classrooms
  - Increase coordination with our school district. Support educators and their classrooms by providing the resources they need and want. Collaborate with

school librarians and teachers to create a bridge for students between their school and public library.

- Find more ways to offer events outside of the library. Look for opportunities in the gaps and underserved populations in our community.
- Continue reaching out through MAPL media for community feedback

### 3. Collection

- Research ways to expand the eBook and eAudiobook collections available to our service area
- Focus on collection growth in the children's area as well as Adult Fiction
- Create and implement a regular schedule collection development weeding process

### 4. Library Building

- Improve the appearance of the building's exterior
- Develop flexible meeting room/study areas by utilizing the back kitchen area
- Renovate bathrooms to allow for handicapped accessibility
- Add updated furniture to create a designated area for teens
- Develop a plan for Library expansion to meet the needs of our growing service area

### 5. Staff Development

- Allow access and resources for staff to attend continuing education and library related training events
- Create an employee handbook with all library policies and procedures
- Focus on continuously creating a positive work culture
- Maintain emphasis on technology training and exceeding customer service expectations
- Increase quality library staff as needed/able in order to expand services and better meet the needs of our community (ex: Adult Services Librarian)