

# Mars Area Public Library

## 5-Year Strategic Plan 2015-2020

**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.

### **Guiding Principles**

The Mars Area Public Library (MAPL) has determined guiding principals that are the foundation of its continued development and evaluation of its programs, services and facilities.

#### ***Principle 1: A Place in the Center of the Community***

MAPL is valuable community asset that stands at the center of the community as a gathering place for reading, learning, social functions and entertainment.

#### ***Principle 2: Customer Service***

MAPL strives to exceed the expectations of its patrons through a sincere effort to understand what services they want from a public library. The library will be committed to continuous change in order to offer programs and services that are relevant to a changing community.

#### ***Principle 3: Lifelong Learning***

The library is committed to meeting the education needs of all members of the community. Lifelong learning will always be taken into account in all library functions including collection maintenance, programming and library services.

#### ***Principle 4: Children and Teens***

MAPL will continue to offer programs and services to children that are both educational and entertaining. The library will make efforts to address the literacy based needs of teens in the community.

#### ***Principle 5: Technology and Access to Electronic Information***

MAPL will constantly seek to not only keep it's technological capacities up-to-date but to offer cutting edge and innovative hardware and software.

#### ***Principle 6: Partnership and Collaborations***

MAPL believes that its services offered to the community is only as strong as it's partnerships and collaborations with local businesses, charities, non-profits and schools.

GOALS for the Strategic Plan:

### **1. Long-Term Facilities Plan**

**Goal:** *The library will meet the changing demands of its growing service area.*

A. The library will hire a consultant to produce a long-term facilities plan that will range upwards of twenty years.

B. Based on the consultant's findings, the library will with expand its current location, relocate to an existing structure or plan the building of a new facility.

### **2. Collection Development**

**Goal:** *It is critical that the library's collection be constantly updated and evaluated to meet the changing needs of the community. The library's collection will contain a broad range of materials in both print and audio/video formats.. The library will collocate and display its materials for easy and efficient public access.*

A. The library will evaluate the collection on a continual basis to ensure that materials are up to date.

B. The library will continue to strive at ordering materials that are specifically requested by patrons.

### **3. Programs and Services**

**Goal:** MAPL will offer programming that meets the needs of it service area residents of all ages. Special consideration will be given to demographic trends in an effort to maximize library resources and to remain relevant in the community.

A. Offer programming for juveniles, teens and adults that is both entertaining and educational.

B. Continuously monitor the success of the programs through input of the patrons who attend the programs. The library will use quantitative measures such as attendance numbers and surveys. MAPL will also use qualitative means such as patron program suggestions.

C. Will work to continue relationship with Lawrence County Community Action Partnership to ensure technology programs are available to patrons on a regular basis.

D. Continue to offer diverse programs targeted to the interests of this community.

#### **4. Partnerships and Collaborations**

**Goal:** MAPL will continue to develop partnerships and collaborations to optimize the library's programs and services. This effort will also be directed to advancing fundraising capabilities. Development of community relations will not only help enhance the services and programs the library offers but will offer another means promote the library.

- A. The library will partner with local non-profits, schools, charities, community organizations, businesses and governmental entities.
- B. The library, within its financial constraints will conduct juvenile outreach on a regular basis.

#### **5. Technology**

**Goal:** Technology is the foundation of library services in the 21<sup>st</sup> Century. It is the responsibility of the library to have full knowledge of the current software and hardware that are available. The library will strive as it is economically feasible to provide the latest technology resources to its patrons.

- A. Evaluate and acquire new technology as it becomes available.
- B. Provide wireless printing for library users.
- C. Develop three year computer replacement program/schedule.

#### **6. Marketing and Communications**

**Goal:** MAPL understands that importance of the successfully promoting the library's programs and services. The marketing efforts will include print and electronic media. MAPL will collect the contact information for its patrons in a continuous and efficient manner that is acceptable to its patrons. The library will constantly seek out new means to promote the library.

- A. Develop a robust marketing and communications plan to ensure that residents have a full awareness of the library's resources, programs, services and fundraising events.
- C. Conduct a communications audit to determine the most effective methods to disseminate information and promote library use library's message.
- D. Investigate ways to use electronic communication methods more effectively, particularly through email.

## **7. Staffing**

**Goal:** *The library will develop and provide staff that are committed to customer service in a library setting. Both professional and non-professional positions will be accessed by the quality of knowledge and skills as well as the providing the necessary coverage that ensures accessibility to our patrons and their safety in the building. The library will allow easy access for staff to attend continuing education and training. Technology will be an important focus of this training as new software and hardware are added over the next five years.*

- A. Conduct a study of hourly library use and staffing
- B. Maintain emphasis on staff training in technology including the eBook readers.
- C. Continue development of criteria for technological competency for all staff positions