



# Meherrin Regional Library System

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## Five Year Strategic Plan FY 21 - FY 25

**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 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.

## **FY 23 (2022- 2023)**

### **Circulation/Adult Services**

**Goal: Increase community awareness of library offerings to encourage library use, learning, enrichment and enjoyment.**

**Objective:** Update and revise material/information signage and displays in both library branches.

**Objective:** Expand Outreach opportunities through community events.

### **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:** Analyze review practices and procedure of technical services department.

### **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:** Examine technology trends and the feasibility of implementing new standards into library setting.

## 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 needed and necessary.

**Objective:** Examine children and youth services spaces for optimal use and presentation.

**Objective:** Update children's and youth material collection as needed.

Approved by Meherrin Regional Library Board of Trustees, May 9, 2018.

## FY 24 (2023- 2024)

### 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 public service areas to maximize ease of wayfinding and minimize items which are unnecessary.

**Objective:** Investigate ways to increase the number of tweens and teens to utilize library services.

**Objective:** Review statistical data of digital resources to assess community needs.

**Goal: Improve access for persons with disabilities 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:** Review patron demands, usage, and trends to source collections that meet the community's needs.

**Objective:** Review and update library signage as needed

### Circulation/Customer Services

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

**Objective:** Insure staff receive a minimum of five hours training in customer service and or effective communication.

**Objective:** Schedule Staff Development Day

### 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.

**Objective:** Review prior library programs and participation to assess best opportunities.

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

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

**Objective:** Review social media approach and tools to best connect with users.

**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:** Review library policies and procedures and update as needed.

**Objective:** Review best practices as related to the business and administration of MRLS.

**Goal: Implement Library of Virginia's Standards for Virginia Public Libraries.**

**Objective:** Review LVA's Standards for Virginia Public Libraries and assess MRLS compliance.

**Objective:** Seek measures to improve any deficits.

## 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 needed and necessary.

**Objective:** Examine children and youth services spaces for optimal use and presentation.

**Objective:** Update children's and youth material collection as needed.

Approved by Meherrin Regional Library Board of Trustees, July 10, 2019.

## FY 25 (2024- 2025)

### Public Services

**Goal: Grow the library as a community center.**

**Objective:** Promote programming for patrons of all ages.

**Objective:** Build relationships with schools and agencies to facilitate and enhance services to the public.

**Objective:** Review meeting room policies and procedures to best meet community access needs.

**Goal: Ensure persons with disabilities to have access equity to library facilities, collections, and services.**

**Objective:** Scan library facilities and website to identify area for improved access.

### Collection Management

**Goal: Provide library patrons with physical and electronic resources that meet their educational and recreational needs.**

**Objective:** Review readership trends to develop the library's collection as a whole.

**Objective:** Acquire materials that support patron readership and community access.

### Circulation/Customer Services

**Goal: Achieve exceptional customer service every day.**

**Objective:** Plan and implement the annual Staff Development Day.

**Objective:** Allow staff opportunity to participate in continuing training throughout the year to develop skills and abilities.

**Objective:** Identify areas for improvement to the customer experience and make changes as funding allows.

### **Marketing/Outreach/ Programming**

**Goal: Expand and enhance the role of the library as a community center.**

**Objective:** Conduct an annual review of programming and evaluate areas of expansion and improvement.

**Objective:** Review social media presence and develop best practices to improve social following.

**Objective:** Review Outreach depositories and identify potential additional opportunities.

### **Technology**

**Goal: Maintain or improve network and broadband capacity to meet public access needs.**

**Objective:** Review internet usage and evaluate for current or future trends.

**Objective:** Replace appliances and devices as needed.

**Objective:** Maintain or replace hardware and software to facilitate patron and staff access.

**Objective:** Evaluate new technologies and ability to implement as needed.

### **Children's and Youth Services**

**Goal: Engage the children, youth, and teens through programming and collections.**

**Objective:** Identify areas to expand outreach services to area children.

**Objective:** Replace and update furniture, manipulatives, and interactive toys as funding allows.

**Objective:** Review children's and young adult collections and replace and or add physical and electronic resources as funding allows.

### **Administration**

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

**Objective:** Review library policies and procedures and update as needed.

**Objective:** Review best practices as related to the business and administration of MRLS.

**Goal: Implement Library of Virginia's Standards for Virginia Public Libraries.**

**Objective:** Review LVA's Standards for Virginia Public Libraries and assess MRLS compliance.

**Objective:** Seek measures to improve any deficits.

Approved by Meherrin Regional Library Board of Trustees, June 22, 2020.