**MARY COTTON PUBLIC LIBRARY**

**STRATEGIC PLAN**

**2021-2023**

**For MCPL to be successful, our Board of Trustees, staff and volunteers must work towards a single vision, possess shared values, and demonstrate behaviors that support both the vision and values.**

**MCPL Vision: Service and Efficiency First**

At MCPL we are challenging traditional library models, yet sticking with what we know—how to deliver quality materials and offer reliable and efficient service to our customers and patrons.

**MISSION STATEMENT**: MCPL will add value to our community by enhancing the library experience through barrier-free access to explore and educate, while providing reliable service and resources.

**MCPL’s Values:**

b. Integrity—Keep our dealing with patrons honest and upfront.

c. Satisfaction—Staff and patrons will find satisfaction when coming to MCPL.

d. Results—Working hard to help patrons find what they are seeking.

e. Environment—Maintain a clean, safe, engaging facility.

f. Knowledge—Providing up-to-date resources, materials and programming.

**MCPL’s Behavior:**

a. Accountability—Each board member and staff will be committed to doing their best.

b. Teamwork—Staff will work together for common goals.

c. Service—All patrons will be respected.

d. Timeliness—Service is top priority.

**MCPL’s Commitment:**

a. Meet customer expectations.

b. Operate safe facilities for patrons and staff.

c. Improve ease of doing business with the library.

d. Remain committed to continued quality improvement in services, materials and facilities.

**GOALS AND OBJECTIVES:**

**Goal 1: Lifelong Learning—**Area residents will have the information, resources and assistance needed to maintain lifelong learning.

**Goal 2: Public Awareness**—MCPL will continue to make the public aware of available services.

**Goal 3: New Technology**—MCPL will pursue current and emerging technologies to equip patrons with 21st century skills and information, such as Wi-Fi, mobile technology, STEM, Etc.

**Goal 4: Freedom to Explore** –MCPL will provide materials and programs that stimulate thinking, satisfy curiosity, and expand knowledge of culture and society.

**Goal 5: Reliable Information—**MCPL will provide reliable information in multiple formats by regularly updating non-fiction material.

**Goal 6: Establish/Maintain Community Relations—**MCPL will collaborate with area organizations.

**Goal 7: Programming**. MCPL will be a safe and welcoming place, aligning the community needs together to share their interests and enjoy unique learning experiences.

**Goal 8: Patron Numbers and Service--**MCPL will work to make the library an active and valuable destination for community members of all ages.

**Goal 9: Long-term Financial Security for the Library** The library will actively pursue grants, private donations, and memorial gifts, in addition to the tax subsidy from the city, the NEKLS Library Grant and the State Library Grant. Excess capital will be carefully invested, therefore ensuring operational funds are available in case of need.

**Goal 10: Assess Building and Equipment Needs--**MCPL will work with the city to maintain the building and grounds at a level that will preserve the functionality and beauty. MCPL will routinely assess the changing needs of the library through focus groups, surveys, task forces, etc.

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**Goal 11: Assure Systematic Evaluation of Library Services--**The Library Board and the Library Director will maintain a working document for annual strategic planning.

Reviewed & Adopted on this day September 9, 2020

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_President \_\_Kim Priest\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Director

Reviewed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_2021

Reviewed\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_2022

Reviewed\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_2023