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***STRATEGIC PLAN 2022-2024***

***February 12, 2022***

***Our Mission:*** *To inspire ideas, enrich lives, and create lifelong opportunities for learning, literacy, and enjoyment.*

***Our Vision:*** *The Murrysville Community Library is central to a connected and engaged community enjoying endless possibilities for lifelong learning, individual achievement, and enjoyment.*

***CORE VALUES***

**Foster Learning and Literacy by:**

Maintaining a robust collection in all major media forms

Creating abundant learning opportunities for all

Inspiring life-long learner

**Build Community by:**

Creating purposeful alliances with schools, organizations, and businesses

Collaborating with other libraries

Being the major intellectual resource center where people of diverse backgrounds and interests can collaborate and learn from each other

**Focus on People by:**

Being accessible and free to all

Listening and responding to individual user needs and input

Creating a respectful environment for all

Investing in the ongoing development of our staff

**Promote Sustainability by:**

Seeking, growing, and maintaining diverse funding streams

Adapting and innovating to assure we meet the changing needs of our community

Encouraging everyone to contribute to continually improving our library

***STRATEGIC PLAN GOALS***

***2022-2024***

**GOAL 1: PROVIDE QUALIFIED AND WELL-TRAINED STAFF AND VOLUNTEERS TO SERVE THE COMMUNITY**

1. Provide for regular and effective communication among staff members, including refined procedures for library operations
2. Review position descriptions and compensation and benefit packages
3. Revise and update library policies and make them readily accessible to staff and public
4. Continue to recruit and maintain strong volunteer boards for MCL as well as the MCL Foundation
5. Provide a variety of continuing education and training opportunities for staff
6. Provide ongoing supervisory feedback to staff including annual performance reviews
7. Recruit and recognize library volunteers, tap into unique talents they might possess, and enhance communications to inform and engage with our volunteers.

**GOAL 2: CREATE READERS AND LIFELONG LEARNERS**

1. Maintain and refine a robust, diverse, and balanced collection of print and non-print materials for all age levels
2. Present library programming for all age levels from newborns to older adults
3. Evaluate growing our service to teens/young adults, including an evaluation of the creation of dedicated floor space for their benefit
4. Pursue collaborative program and service partnerships that are mutually beneficial, including schools, preschools, and day care centers
5. Promote the wealth of online resources available through MCL, the statewide POWER LIBRARY and Teen Power Library as well as those offered by the Westmoreland Library Network

**GOAL 3: BECOME MORE INVOLVED IN THE COMMUNITY AND INCREASE COMMUNITY ENGAGEMENT AND AWARENESS**

1. Continue to market MCL, our services and programming through social and print media as well as a functional and easy to navigate library website
2. Leverage the 2022 MCL Centennial as a mechanism to increase awareness, document the library’s value to the community, and raise money
3. Develop a process for self-performing focus group work, and conduct focus group sessions throughout the community
4. Make annual presentations to the municipal officials of Murrysville, Export, and Washington Township, along with the school district and other area service clubs to promote the value and services of MCL
5. Participate in community events and fairs
6. Explore the practicality and costs associated with improving our signage along Sardis Road in front of the library

**GOAL 4: TO PROVIDE WELCOMING AND EFFICIENT LIBRARY SPACES**

1. Evaluate the size and use of the library collection to determine the amount of usable floor space that could be freed up through the weeding process, and develop a plan and schedule based on this evaluation
2. Work with the Municipality to plan for needed cosmetic improvements, including paint, flooring, and related needs
3. Consider shelving on wheels and different seating in the TechNook area in order to increase audience capacity, along with updates and replacements to other furniture
4. Strive for the creation of additional functional spaces, which may include a Young Adult area, private and secure study spaces, group study, and/or setting for tutors
5. Continue discussions with the Municipality on our potential long-term interest in the current tax office space, should that space become available in the future
6. Utilize meeting spaces in the Municipal building and the former library building when there is a need to accommodate audiences too large for the current library building

**GOAL 5: PROVIDE CURRENT AND ROBUST TECHNOLOGY TO PATRONS AND STAFF**

1. Continue the productive partnership with WLN (Westmoreland Library Network) for library technology and support
2. Provide for efficient and convenient printing for library patrons and staff, along with other technology-related patron services that may develop
3. Consider set staff times when staff can assist the general public regarding technology issues with their personal devices

**GOAL 6: PROVIDE ADEQUATE FINANCIAL RESOURCES FOR OPERATION OF THE LIBRARY**

1. Continue the strong partnership with the Murrysville Community Library Foundation, the fundraising arm of the library, and support Foundation initiatives
2. Seek grant opportunities whenever possible
3. Work in partnership with the Municipality on potential Keystone grant projects to improve the library infrastructure

**GOAL 7: CONTINUALLY FOLLOW AND RESEARCH TRENDS IN PUBLIC LIBRARIES IN A CONTINUALLY CHANGING ENVIRONMENT**

1. Engage with key library organizations such as the Pennsylvania Library Association, American Library Association, and Public Library Association, including conference attendance
2. Position the library as a key organization in the Murrysville area that is agile and responsive to changing community needs
3. Benchmark key public library performance areas of MCL with peer libraries to mutually gain insight into operational areas, using measures such as circulation, foot traffic, program attendance and budget dollars per capita.
4. Continue a strong partnership with WLN using it also as a vehicle for sharing ideas and coordinated approaches to public library service
5. Continually evaluate and respond to the proper balance of in-library, outreach, and virtual library services