

MURRYSVILLE COMMUNITY LIBRARY 2026-2030 STRATEGIC PLAN GUIDE



MURRYSVILLE
COMMUNITY
LIBRARY
Endless Possibilities.

**ENDLESS
POSSIBILITIES**



INTRODUCTION

The mission of the Murrysville Community Library is to inspire ideas, enrich lives, and create lifelong opportunities for learning, literacy, and enjoyment. At the library, we try to embody this vision every day through the work we do and the services we provide.

Libraries are one of the greatest resources a community can have, but modern libraries aren't just for books anymore! We are your source for stories. We are your quiet corner when the world gets too loud. We are your computer lab and your Wi-Fi when yours goes down. We are your homework help and your social meeting place. We are your craft table, your book club circle, your place to belong. We are your study hall and your "I just need a table and an outlet" space. We are your game night, your writing club, your safe space. We are here for you when you're a child, a student, an adult, a parent, a caregiver, a neighbor, and a senior. We are your place—free, open, and yours, every single day.

It is an honor to serve our community as the Director of the Murrysville Community Library.

Thank you.



Kat Neidig, MLIS
Director – Murrysville Community Library



MISSION STATEMENT

The mission of the Murrysville Community Library is to inspire ideas, enrich lives, and create lifelong opportunities for learning, literacy, and enjoyment.

VISION STATEMENT

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

STATEMENT OF VALUES

Foster Learning and Literacy by:

- Maintaining a robust collection in all major media forms
- Creating abundant learning opportunities for all
- Inspiring life-long learners

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

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

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

STRATEGIC OBJECTIVES AND IMPLEMENTING STRATEGIES

In order to fulfill the objectives of our strategic plan, and ultimately provide the best service possible to the communities we serve, the following goals are paramount in the successful maintenance of our pillars of values:

- 1) Strengthen Community Presence & Engagement
- 2) Modernize Infrastructure & Access
- 3) Expand Programming with Focus on Underserved Populations
- 4) Develop Staff Capacity & Organizational Sustainability
- 5) Ensure Long-Term Financial Stability
- 6) Counter External Threats Through Advocacy & Adaptation

Progress towards these goals will be measured through a cross-goal evaluation framework.





STRATEGIC PLAN GOALS

GOAL I STRENGTHEN COMMUNITY PRESENCE & ENGAGEMENT

Objective: Reinforce MCL's reputation, expand outreach, and increase awareness among new and existing audiences.

Key Actions

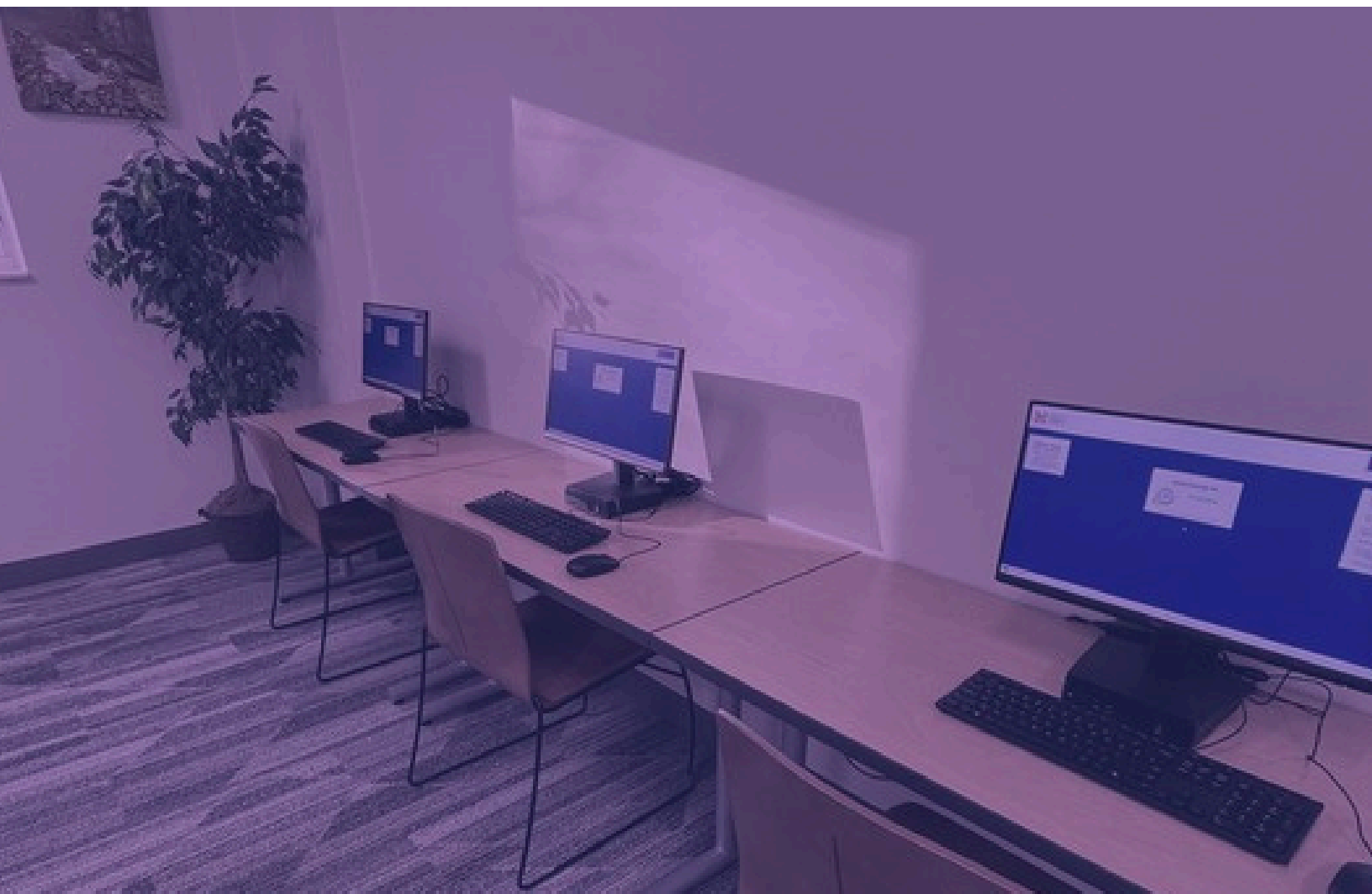
- Increase off-site visits to schools, preschools, senior centers, and local events to engage with the community and meet them where they are
- Create partnerships with local non-profits, businesses, and organizations by bringing them in for on-site programs, visibility, field trips, and community connection
- Host Community Connection Days during National Library Week (April) and National Library Card Sign-Up Month (September)

GOAL 2 MODERNIZE INFRASTRUCTURE & ACCESS

Objective: Improve the physical environment and digital accessibility to enhance user experience.

Key Actions

- Install clear, ADA-accessible interior signage and update existing signage so people can more easily navigate the space
- Redesign the MCL website for improved mobile and desktop navigation
- Upgrade all public and staff computers to improve efficiency
- Continue collaboration with the Municipality for cosmetic improvements such as paint, flooring, layout adjustments, updated lighting, a new circulation desk, a drive-up book drop, and other long-term building needs



GOAL 3 EXPAND PROGRAMMING WITH FOCUS ON UNDERSERVED POPULATIONS

Objective: Offer Programs that reflect evolving community needs and support equitable access.

Key Actions

- Expand digital literacy and workforce development programs, including beginner tech help and Power Library instruction
- Develop programming and resource support for families with homeschooled children, individuals with neurodivergent conditions, veterans, teens, and individuals in the workforce
- Expand Science, Technology, Engineering, Arts, and Math (STEAM) programming to foster creativity, critical thinking, and problem-solving skills
- Expand hybrid, virtual, and “anytime” programming, including take-home kits

GOAL 4 MAINTAIN ORGANIZATIONAL SUSTAINABILITY

Objective: Maintain a skilled, supported, service-oriented, and future-ready staff and volunteer team while strengthening internal structure.

Key Actions

- Maintain a full professional staff and volunteer team to support programming, ongoing collection development, and circulation services
- Provide continuing education opportunities and professional development for staff in areas such as customer service, reader’s advisory, technology support, and library science
- Conduct annual staff performance reviews
- Update and refine library policies; ensure all public-facing policies remain accessible online
- Actively recruit and integrate new Library Board and Foundation members

GOAL 5 ENSURE LONG-TERM FINANCIAL SUSTAINABILITY

Objective: Diversify revenue, support sustainable growth, and strengthen donor relationships.

Key Actions

- Identify new stable funding sources, including grants, sponsorships, and partnerships
- Develop and maintain an annual Library Wishlist
- Select one Wishlist item each year for a community-centered fundraising campaign
- Strengthen donor retention through personalized outreach and storytelling
- Continue efforts to grow overall donor participation
- Host annual fundraising events such as Putts for Pages

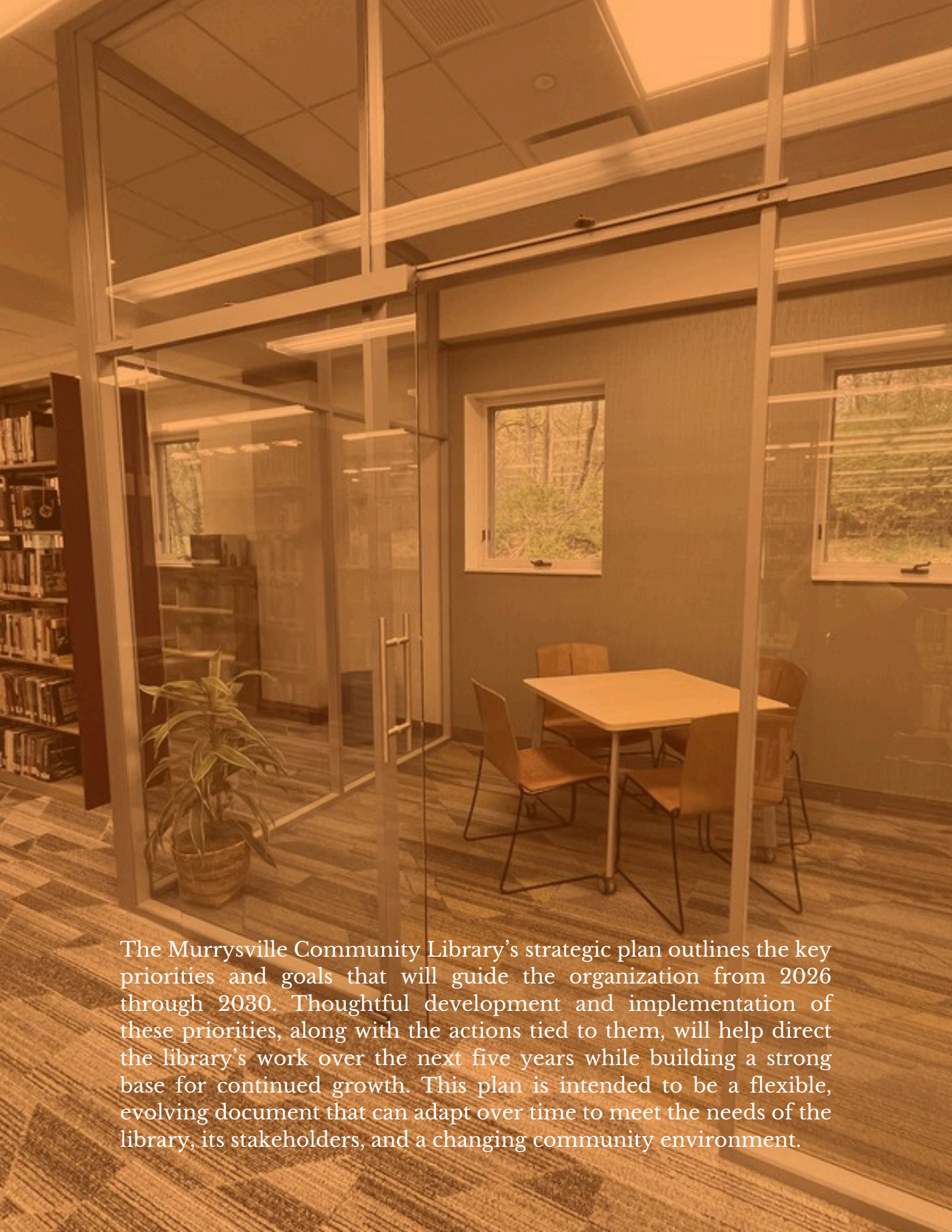
GOAL 6 COUNTER EXTERNAL THREATS THROUGH ADVOCACY & ADAPTION

Objective: Prepare for emerging community, political, and competitive challenges while positioning MCL as a trusted resource.

Key Actions

- Strengthen the library's advocacy messaging through presentations, storytelling, and community visibility
- Expand flexible, asynchronous, and virtual programming to support families with demanding schedules
- Reinforce the library's role as a credible source of information
- Deliver annual presentations to Murrysville, Export, Washington Township, and Franklin Regional and Kiski School Districts
- Resume benchmarking MCL's performance against peer libraries





The Murrysville Community Library’s strategic plan outlines the key priorities and goals that will guide the organization from 2026 through 2030. Thoughtful development and implementation of these priorities, along with the actions tied to them, will help direct the library’s work over the next five years while building a strong base for continued growth. This plan is intended to be a flexible, evolving document that can adapt over time to meet the needs of the library, its stakeholders, and a changing community environment.

ACKNOWLEDGMENTS:

The development of this strategic plan was made possible through the leadership and contributions of the Murrysville Community Library Board of Trustees, Strategic Plan Consultant Dr. Caitlin Michael, and the members of the Murrysville Community Library Staff and Community, who participated in discussions, planning efforts, and feedback throughout the process.



**ENDLESS
POSSIBILITIES.**

LIBRARY