

Marysville Public Library

2016 - 2017 Strategic Plan

Primary Focus Areas

Services

A library is defined by the services it provides. The Marysville Public Library is a school district library established under the Marysville Exempted Village School District (MEVSD.) The Marysville Public Library consists of two buildings: the main library in Marysville, and a branch library in Raymond. A survey of nearly 1,000 residents of the MEVSD confirms that the patrons expect the library to provide books in all formats, technology access and support, and programming. The library will seek ways to increase access to these services, improve speed of service delivery, and expand services to the underserved. Special attention will be paid to excellence of customer service. **The Marysville Public Library's balance of services will reflect the needs of the community as well as support the library's mission to encourage life-long learning.**

- **School Partnership Program-** The Youth Services Manager and Community Engagement Manager will develop a partnership program that will educate and promote available library services appropriate to school teachers, administrators, pre-school and after school programs about available library services appropriate to the academic setting. They will include in this partnership program a system of delivery of library material requested by teachers and administrators to the 5 elementary, 1 intermediate, 1 middle and 2 high schools and appropriate pre-school/after school programs. This partnership will also explore expanding our teacher collections to better support the MEVSD's academic curriculum. The School Partnership Program will be launched at the beginning of the 2016-2017 academic year.
- **Off-site delivery of materials -** The Adult and Information Services Manager and the Community Engagement Manager will develop a pilot program that tests the feasibility and interest in delivery of materials to a business location. Employees of that location will be able to use the library web site to request materials that will be checked out and delivered weekly to their place of business. Further, the library managers may explore the opportunity of introducing a "one business, one book" program similar to the "one city, one book" programs that have become very popular. This program will launch in time to meet summer reading needs.
- **Kids ONLY! (this is a working title) -** The Youth Services and Patron Services Manager will develop a "Kids ONLY!" card. This card will only be used to check out children's materials by children. This card accomplishes two important goals of the library. It will

make our youngest library users feel special at the library, encouraging a sense of importance and responsibility as a library patron. It will increase children's access to our youth book and audiobook materials, and insure that children will still be able to check out children's materials, even if their parent's cards have reached their fines limit. Implementation in May 2016 in preparation for Summer Reading.

- **Increasing access through wifi** - The Patron Services Manager will develop policies and procedures to circulate wifi hotspots, in consultation with the Adult and Information Services Manager and the IT Assistant. This will increase access to the internet for our remote patrons. The IT Assistant and the Adult and Information Services Manager will implement wireless printing for library and patron electronic devices. Both of these projects will be completed by March 2016.
- **Quality, Community-based Programming** - The management team will significantly increase the programming available to patrons. Programming should be coordinated across departments, be of high quality and strong content, and be well-publicized across all platforms. Programming should be evaluated. There should be an ongoing effort to improve the library's programming efforts and significant progress should be evident by summer 2016

Innovation and Learning

A library is a learning environment and now more than ever, learning is technology-driven. It is critical that the Marysville Public Library be at the forefront of technological advances, especially as they relate to the way people learn and receive information. The library will also make sure that they are aware of new methods of teaching and child development in order to support parents, caregivers and students at all levels of learning. **The Marysville Public Library will explore new education methods as well as technology and its application in the library as and the community.**

- **Technology Help Services** - The Adult and Information Services Manager and the Community Engagement Manager will develop a proposal to implement Technology Help Services for library patrons. This program will include an Apple Genius Bar-like approach to providing assistance and training on various devices and apps. This proposal will include recommendations for possible programming, web site live chat features, and expanded "test" equipment purchases. This program may require an additional staff person to provide the services, as well as a community-wide promotional effort. This proposal, including budget, will be completed for review by August 2016 and looking at an implementation date of early 2017.
- **Expanded Readers' Advisory** - The Adult and Information Services Manager and the Youth Services Manager will implement Readers' Advisory on the library's web site and social media sites. The Patron Services Manager will explore the possibility of using volunteers, in addition to staff, for Readers' Advisory reviews and recommendations. Expanded Readers' Advisory will be implemented prior to 2016 summer reading.
- **Explore the usefulness of library access to School Apps and Web Sites** - The Youth Services Manager will investigate the possibility of including library access and training for parents and students on a variety of education sites utilized by the MEVSD, including Google docs, Schoology, and Power School. Special attention will be given to

develop comprehensive staff training on these sites in order to better serve library customers. Review of this initiative will take place prior to April 2016, so that any program might be established by the start of the 2016-17 academic year.

- **Expanded Homebound Services - The Patron Services Manager and Community Outreach Manager will develop a pilot program providing training by library staff to homebound patrons on the use of ereaders, laptops and tablets. We will also work with Union County Senior Services to expand available services. These expanded services will begin January 2017.**

Community, School and Business Relations

The library is a dynamic force for lifelong learning in the community. For the individual, education and learning through the library is a road to personal development and a richer life. Furthermore, education is necessary for economic growth and employment in the community. **The Marysville Public Library will increase its lifelong learning opportunities and partnerships through expanded relationships with community agencies, schools and businesses.**

- **Homework Help Service - The Director and Youth Services Manager will review Franklin County and CLC library Homework Help services and report to the Board of Trustees by March 2016. We will study the space and staff needs at existing programs, numbers of students served, budget, support from local schools, and overall success of each of the programs. We will include some form of Homework Help Service beginning with the 2016-2017 academic year.**
- **Improved Library Presence in Community-Wide Events and Off-site Locations - The Community Engagement Manager will identify major community-wide events and focus the library's presence at those events. The goal will be to have a significant and meaningful presence that reflects the high quality and varied services of the library. This will mean that not every community event will have a library presence, but will have a meaningful presence at appropriate community events. The Community Engagement Manager will also seek opportunities for the library to have a presence in non-library locations. All staff will be encouraged to seek opportunities to embed themselves in the community in volunteer opportunities.**
- **Senior Health and Wellness Services - The Community Engagement Manager and Adult and Information Services Manager will work with Memorial Hospital and the Union County Senior Services to develop a partnership that provides Health and Wellness services, programs and materials focused on senior citizens. These services will launch in January 2017.**

Space

Library spaces are not just limited to the existing library buildings. The library space needs to be flexible to meet the changing demands of library services. The library will develop both a short term (12 month) and long term (3 year) space development plan. For many of the library patrons and community members, a primary library "space" is the library's web site. This is the entry portal for many users. The library staff will evaluate the web site for usability, reliability of information and appeal. **The Marysville Public Library and its web site must be a welcom-**

ing and safe place for all patrons that meets the materials, technology and programming needs of the community.

- **Web Site and Access Improvements** - The Director will work with the managers and seek advice from other CLC library directors to develop an RFP to improve, upgrade and refresh the Marysville Public Library's web site. This RFP will include services like "Ask A Librarian" live chat, better use of social media, development of a Marysville Public Library APP and expanded Readers' Advisory. The recommendations and draft RFP will be presented to the Board prior to July 2016.
- **Library Renovations/Improvements** - The Director and managers will tour a number of recently renovated or newly constructed library buildings to identify features that seem appropriate to the community. The Director will meet with several library design firms to explore process and possibilities for renovations. A project at the main library will be to make the library entrance and lobby area more welcoming and functioning, better lighting both in the main library building and near the outdoor book drop, provide patrons with one point of contact for library services and information, expand our marketing opportunities within the library buildings, increase study areas and community meeting spaces, and make our spaces as flexible as possible.

Stewardship

Careful stewardship of public funds is an important responsibility of the Marysville Public Library. The library is more and more dependent on local property tax revenue, and needs to continue to demonstrate to our residents that their tax dollars are being well-used. **The Marysville Public Library will continue to provide the community with efficient service by carefully analyzing and monitoring library finances, processes, and procedures as well as collaborating with other organizations to share expenses, and advocating for maintenance of state library funding.**

- **Data collection and review** - The library will explore improved methods of collecting relevant data and information regarding the use of library materials and services. The library will institute counting foot traffic and program attendance, as well as circulation data to better understand the use of library materials and service. This will allow the library director to make better budget decisions, and managers to make collection and programming decisions.
- **Public libraries in Ohio are unique in that they serve all the residents of the state, not just those who reside in their "assigned" service area. In addition, public libraries everywhere are meeting the challenges of providing services beyond their walls. Marysville Public Library has expanded its "service area" by being a key member of the strong CLC consortium. This membership has provided a much broader range of materials to our patrons, as well as expanded the reach of the Marysville Public Library into other library service areas. The Marysville Public Library will change their spaces, their web sites, their collections and delivery of services to meet the changing demands of the residents they serve. The library will revise its data collection so that it can more accurately assess the users of the library and what services and materials they are interested in having. The library will look at demographic and business data to identify where the population growth is in the service area. We will do a cost / bene-**

fit analysis of that data. The library will look at alternative means and locations of delivering services.

- The director and management team will review the current library policies and make recommendations to the board for changes and modifications. The goal will be to separate the procedures from the policies, insure that the policies are patron-friendly and community based. These recommendations will be provided to the Board of Trustees no later than August 2016.
- As part of the implementation of the initiatives in this strategic plan, the library staff will include a process to collect data to help assess and evaluate each initiative that will help refine the initiatives to insure their success.

Staff Development

The Marysville Public Library Board of Trustees believes that the library's greatest resource is its staff. The staff of the Marysville Public Library is encouraged to get involved in the community as well as in the library profession on the local, state and national levels. Staff commitment to community services strengthens the bond the library has with the community and provides staff with valuable professional experiences. **The Marysville Public Library will encourage and support developing the skills of the library staff to ensure an outstanding team of service professionals.**

- **Develop Patron Relations Excellence - The Patron Services Manager will review literature available on improved patron services, meet with other libraries and identify successful patron relations excellence training opportunities and develop a Patron Relations Excellence program for all of the employees of the Marysville Public Library. The Patron Services Manager will work with the management team to implement an Excellence in Patron Relations program. The Patron Services Manager will also work with the Human Resources Manager to include Excellence in Patron Relations as part of the hiring and evaluation process. The goal of this program is to improve the service of the library, and reward those employees who work to elevate the reputation and success of the library. This program will require an increase in the staff development budget for the library. This program will be developed by September 2016 and implemented in January 2017.**
- **Community Outreach - The Community Engagement Manager will identify opportunities in the community appropriate to all department staff of the library. The Community Engagement Manager will work with all of the department managers to urge staff to have a presence at events, programs or community services that seem appropriate.**