



Montgomery City Public Library

Strategic Plan

July 2024 - June 2027

Montgomery City Public Library Strategic Plan

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Mission

Montgomery City Public Library seeks to create an environment for lifelong learning and personal growth to meet the needs of our diverse community.

Values

- *Community*
 - We respond to community needs and support the free exchange of diverse ideas to strengthen our community and stimulate personal growth.
- *Future-Focused*
 - We respond appropriately to emerging practices and technology in library and information sciences and anticipate change in our community and environment.
- *Integrity*
 - We are committed to transparency, accountability, and treating our patrons, staff, and diverse community members with respect and courtesy.
- *Intellectual Freedom*
 - We uphold the right to privacy, confidentiality, and the right to seek, access, and express diverse points of view.
- *Collaboration*
 - We cultivate relationships with local organizations and businesses and with individuals to actively participate in the growth and development of our community.

Vision

Montgomery City Public Library's vision is to:

- Connect with the needs of a growing and diverse community.
- Develop strong community ties through a variety of literacies, programming, and activities.
- Offer instruction and increase access to evolving technology.
- Provide valuable patron service by motivated, knowledgeable, and friendly staff.
- Exhibit fiscal responsibility and community awareness.

1. Connect with the needs of a growing and diverse community.

Goal A: Expand the community's knowledge of the library through advocacy.

Objective 1: Use various media outlets to promote the library.

Activity: Advertise library events and information on the MCPL website, bulletin boards, local newspapers, local radio, email blasts, and social media.

Activity: Investigate ways to advertise and showcase new books and items in the library.

Objective 2: Partner and collaborate with community groups and organizations

Activity: Staff, Board of Trustees, and Friends of the Library will speak to organizations and groups about the library.

Activity: Schedule speakers and programs through groups and organizations like the Missouri Humanities and MU Extension (history, travel, setting up wills and trusts, etc.)

Activity: Schedule history programs through the Montgomery County Historical Society.

Activity: Collaborate with the Montgomery County Arts Council for programming opportunities. (ie. jewelry making, drawing, and painting, etc.)

Activity: Recognize and give credit to all collaborating organizations.

Goal B: Increase volunteer participation.

Objective 1: Seek community volunteers to offer programs/trainings/classes and support library services.

Activity: Create a brochure/ flier with information about volunteer opportunities and how the staff supports volunteers.

Activity: Collaborate with the Friends of the Library for possible volunteers.

Activity: Create a policy for recognizing volunteers.

2. Develop strong community ties through a variety of literacies, programming, and activities.

Goal A: Offer programs that support various types of literacy: Reading, Food/Culinary, Technology, Social, Financial, Health, etc.

Objective 1: Create programs identified as the most requested through the community surveys and focus group questioning.

Activity: Host programs for all ages that align with the Strategic Plan.

Activity: Conduct various gardening programs (ie. herb, butterfly, raised beds, etc.).

Activity: Host health programs dealing with self-defense, fitness, health tips, etc.

Activity: Conduct various Culinary Arts programs concerning cooking demonstrations, cooking on a budget, healthy eating, and others.

Activity: Create a homeschool curriculum library.

Goal B: Create programming for all ages to help attract new users to the library.

Objective 1: Increase the number of patrons using the library.

Activity: Analyze data from community surveys that show responses from people who don't use the library and compare it to what they might be interested in.

Activity: Determine programs and activities using survey data that support the strategic plan.

Goal C: Create programming to provide the public with opportunities for lifelong learning.

Objective 1: Offer new programs and activities to make the library more accessible.

Activity: Offer alternative hours for patron use of the library.

Activity: Mail or deliver books to the homebound.

Activity: Create programs that bring multiple generations together.

3. Offer instruction and increase access to evolving technology.

Goal A: Continue adding to the library's technology resources.

Objective 1: Analyze usage of the current Creation Station

Activity: Determine the strengths and weaknesses of the current Creation Station.

Activity: Collect data on the usage of the Creation Station creating a baseline.

Objective 2: Examine other libraries' uses of maker space technology.

Activity: Visit other libraries with maker spaces.

Objective 3: Expand technology and Creation Station equipment

Activity: Research patron interest in new Creation Station equipment (sublimation printer, 3D printer, laser cutter, etc.).

Activity: Add technology and services to expand offsite programming (Zoom, microphone, speakers, camera, podcast, webinars, etc.).

Activity: Brainstorm ways to establish a dedicated space for the Creation Station, including a plan, layout, and budget.

Activity: Create a plan, layout, and budget for renovating the kitchen space to include a demo setup and increase cooking capabilities.

4. Provide valuable patron service by motivated and friendly staff.

Goal A: Staff will use technology with patrons to increase technology literacy.

Objective 1: Staff will increase knowledge and operation of Creation Station equipment.

Activity: Participate in training on new technologies (online, in-person, etc.).

Activity: Brainstorm ways to increase patron usage of current equipment in the Creation Station.

Activity: Staff will create programming for Creation Station equipment.

Activity: Staff will provide classes for Creation Station equipment.

Goal B: Staff will be responsive to patron needs.

Objective 1: Staff will be responsive to positive and negative feedback presented by patrons.

Activity: Staff will keep an ongoing list of needs/wants expressed by patrons.

Activity: Staff will identify patron needs/wants and how the library can meet these needs/wants.

Activity: Negative feedback will be acknowledged and perceived as an opportunity for growth.

Goal C: Staff will stay current with policies and procedures.

Objective 1: Staff is annually updated on the MCPL Policies and Missouri Public Library Standards.

Activity: Staff will read the MCPL Policies and the Missouri Public Library Standards once a year.

Objective 2: The Staff Procedural Manual will be current and relevant.

Activity: Staff will annually review the Procedural Manual and will submit revisions of the Procedural Manual to the Director for approval.

5. Exhibit fiscal responsibility and community awareness.

Goal A: Maintain a transparent budget.

Objective 1: Present an annual report to taxpayers

Activity: Publish the annual report in the newspaper/website.

Goal B: Seek additional funding sources.

Objective 1: Staff and Board of Trustees research additional grants and funding sources.

Activity: Staff and Board of Trustees will list possible grants and funding opportunities.

Activity: Staff will apply for appropriate grants.

Activity: Collaborate with the Friends of the Library to gain support and funding for library goals and objectives.

Goal C: Conduct an annual review of MCPL to the Missouri Public Library Standards.

Objective 1: The MCPL Board of Trustees will annually compare the MCPL to the Missouri Public Library Standards.

Activity: Have Standards available in the annual board member binder.

Activity: Review Standards that correspond with the committee during the board committee report.

Resource Allocations

Strategic Objectives	Operating Resources				Timeframe		Funding Source
	Personnel	Technology	Training	Other	Recurring	One-Time	
1. Connect with the needs of a growing and diverse community. Goal: Expand the community's knowledge of the library through advocacy.							
Objective: Use various media outlets to promote the library.	Director Staff			FOL	Y1, Y2, Y,3		Public Relations
Objective: Partner and collaborate with community groups and organizations .	Director Staff			Board FOL	Y1, Y2, Y,3		Public Relations Program
1. Connect with the needs of a growing and diverse community. Goal: Increase volunteer participation.							
Objective: Seek community volunteers to offer programs/trainings/classes and support library services.	Director Staff			FOL	Y1, Y2, Y,3		
2. Develop strong community ties through a variety of literacies, programming, and activities. Goal: Offer programs that support various types of literacy: Reading, Food/Culinary, Technology, Social, Financial, Health, etc.							
Objective: Create programs identified as the most requested through the community surveys and focus group questioning.	Director		✓	Volunteers "Experts"	Y1, Y2, Y,3		Program
2. Develop strong community ties through a variety of literacies, programming, and activities. Goal: Create programming for all ages to help attract new users to the library.							
Objective: Increase the number of patrons using the library.	Director Staff			Strategic Planning Committee FOL	Y1, Y2, Y,3		

2. Develop strong community ties through a variety of literacies, programming, and activities. Goal: Create programming to provide the public with opportunities for lifelong learning.							
Objective: Offer new programs and activities to make the library more accessible.	Director Staff			Volunteers Schedule Changes FOL	Y1, Y2, Y,3		Program Salary
3. Offer instruction and increase access to evolving technology. Goal: Continue adding to the library's technology resources.							
Objective: Analyze usage of the current Creation Station.	Director Staff			Board	Y1, Y2, Y,3		
Objective: Examine other libraries' uses of maker space technologies.	Director Staff			Board FOL		✓	
Objective: Expand technology and Creation Station equipment.	Director Staff	✓	✓	Board FOL	Y2, Y,3		Grants Technology Program FOL Donations
4. Provide valuable patron service by motivated and friendly staff. Goal: staff will use technology with patrons to increase technology literacy.							
Objective: Staff will increase knowledge and operation of Creation Station equipment.	Director Staff	✓	✓	Volunteers "Experts"	Y1, Y2, Y,3		Program Salary
4. Provide valuable patron service by motivated and friendly staff. Goal: Staff will be responsive to patron needs.							
Objective: Staff will be responsive to positive and negative feedback presented by patrons.	Director Staff				Y1, Y2, Y,3		
4. Provide valuable patron service by motivated and friendly staff. Goal: Staff will stay current with policies and procedures.							
Objective: Staff is annually updated on	Staff				Y1, Y2, Y,3		

the MCPL Policies and Missouri Public Library Standards							
Objective: The Staff Procedural Manual will be current and relevant.	Staff				Y1, Y2, Y,3		
<p>5. Exhibit fiscal responsibility and community awareness. Goal: Maintain a transparent budget.</p>							
Objective: Present an annual report to taxpayers	Director			Montgomery Standard	Y1, Y2, Y,3		
<p>5. Exhibit fiscal responsibility and community awareness. Goal: Seek additional funding sources.</p>							
Objective: Staff and Board of Trustees research additional grants and funding sources.	Director Staff			Board FOL	Y1, Y2, Y,3		Technology Grants Donations
<p>5. Exhibit fiscal responsibility and community awareness. Goal: Conduct an annual review of MCPL to the Missouri Public Library Standards.</p>							
Objective: The MCPL Board of Trustees will annually compare the MCPL to the Missouri Public Library Standards.	Director			Board	Y1, Y2, Y,3		

The Montgomery City Public Library wishes to thank these people for being instrumental members of the 2024 Strategic Planning Steering Committee.

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