



Madison County Public Library

2015-2018 Strategic Plan

Approved by the Library Board of Trustees July 15, 2015

Overview

Library History

The Madison County Public Library Board of Trustees was established in November 1987 by a vote of the Fiscal Court of Madison County, with Judge Harold Botner casting the deciding vote. From its opening day in April 1988, to the present, the Library's facilities have changed and grown over the years. The current Richmond building opened in 2002; the current Berea building opened in 2007. The current bookmobile was bought and outfitted in 2008. The Library expanded its countywide service points through the addition of three "Library on the Go" locations in 2010, 2011, and 2012. At these locations, situated out in the county, customers can return books and pick up holds.

Mission

In striving for public service excellence, the Madison County Public Library is a welcoming community center whose employees, resources, programs and services provide for the needs of our diverse community.

Vision

Expanding Minds. Empowering People. Enriching Community.

Branding

Madison County Public Library: Your Highway to the World

The Plan

Service Response 1: Connect to the online world

Madison County residents will have high-speed access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of the ever-expanding availability of online resources, materials, and services.

Goal: Everyone in the community who needs an internet connection capable of supporting current programs, websites, and online and digital streaming content knows it is available for free public use at the library and is able to use it.

Objective: At least 1 percent of registered borrowers will participate in a technology training class or activity each year of the three-year plan.

Representative activities: Create an evaluation tool to solicit and measure user feedback on type and frequency of training offered, topics desired, etc.; establish a baseline and a method to track progress at least quarterly.

Objective: At least 75 percent of library customers surveyed will express satisfaction on the ease of use and navigability of the MCPL website by June 2016.

Representative activities: Create an evaluation tool to solicit and measure user feedback; establish a baseline and a method to track progress at least quarterly.

Objective: A designated technology expert will be available for in-depth customer assistance during peak hours.

Representative activities: Schedule IT and Digital Services staff to cover needed times, market times when staff will be available, train other staff and volunteers.

Goal: Library customers will have uninterrupted access to high speed internet connectivity.

Objective: MCPL will support a 50 mbps connection for all staff and customers 24/7 by December 2015.

Representative activities: Install hardware and cabling to support dedicated fiber connection in both library locations and the Richmond Annex; conduct speed tests during various hours of the day and night; solicit user input.

Objective: At least 75 percent of MCPL customers surveyed using the library's public access computers and/or wi-fi will express satisfaction with the speed and continuity of the connection each of the three years of the current strategic plan.

Representative activities: Online user surveys, paper surveys, community forums, evaluations connected with library programs.

Goal: Madison County youth, parents, grandparents, caregivers, and educators will have both access to and training on effective use of developmentally appropriate digital resources for leisure and education.

Objective: Madison County youth, parents, and educators from both traditional and home school settings will participate in quarterly on-site and/or online forums to provide input to library staff on development of services and acquisition of materials, with a least two forums scheduled by December 2015.

Representative activities: Convene a small advisory committee representing a cross-section of the target population to assist with marketing to the target audience and to suggest materials used by the majority of homeschoolers in the local homeschool associations.

Objective: Preschool and school-age children will increase use of youth services digital resources available through the library by 20 percent by June 2017.

Representative activities: Establish a baseline of use and a mechanism to track increased use, offer training classes for parents and caregivers, create online and onsite promotions of digital resources.

Service Response 2: Make informed decisions

Madison County residents will have access to the resources they need to identify and analyze risks, benefits, and alternatives before making decisions that impact their health, wealth, and other life choices.

Goal: MCPL staff and volunteers will be trained to assist customers in using library and community resources to make informed decisions.

Objective: A volunteer corps of senior and retired Madison County residents will organize and promote informal monthly sessions on topics of interest for library customers to begin by September 2016.

Representative activities: Identify local groups of retirees and seniors (examples include Madison County Retired Teachers Association, AARP, Age-Friendly Berea, senior citizens centers) that might be willing to get involved; develop marketing materials for this target audience.

Objective: All staff and long-term volunteers will attend an annual community orientation session at the library, starting by FY17.

Representative activities: Connect with community organizations like the Chamber of Commerce, Leadership Madison County, Madison County EMA, etc., to assist in presenting the community orientation session.

Goal: Madison County residents will utilize library programs as a point of access to local experts to facilitate informed decision-making in the areas of health and wellness.

Objective: Library staff will partner with local health and wellness organizations to offer at least three programs a year in each library location to engage Madison Countians of all ages in health and wellness activities, with a target participation rate of 300 customers per year.

Representative activities: Set up information tables or organize fairs at the library using partners like the Health Department, Hospice, etc.; partner with the YMCA to offer on-site fitness evaluations; partner with local dentists and the Richmond Rotary Club to offer onsite dental screenings for children create displays accentuating health and wellness resources; create a section of the website with collected vetted health resource links; hold a workshop on finding authoritative health information on the web..

Goal: Madison County residents will have print and digital access to a collection of current and authoritative resources to use in making medical, financial, and other life decisions.

Objective: Library staff will purchase and collect authoritative print and virtual materials and make these resources available to the public.

Representative activities: Provide access to medical and financial databases as demand warrants; ensure print materials are up-to-date and authoritative; create displays showcasing medical and financial resources; create a section of the website with collected vetted medical and financial resource links; hold a workshop on finding authoritative financial or medical information on the web.

Service Response 3: Visit a comfortable place

Madison County residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read, and will have open and accessible virtual spaces that support networking.

Goal: Any Madison County resident will be able to participate virtually in library activities and programs so they can experience the library in both a physical and virtual way.

Objective: To enable greater connectivity throughout the county, at least two mobile hotspots for customer check-out will be available in each location by June 2016.

Representative activities: Purchase or refurbish existing hotspots for public use and checkout; establish policies and procedures for use; create a training session, video, and/or brochure for use; promote use.

Objective: At least one youth and one adult program or activity will be made available online either in real-time or archived format each quarter by June 2016.

Representative activities: Utilize the library's YouTube channel for archived workshops and promote through social media; engage teens and youth in filming workshops and classes; purchase equipment to do live video feeds.

Goal: Library physical spaces will be redesigned and/or expanded to increase usable space and facilitate increased usage by the community 24/7.

Objective: At least one quiet study area will be created for customer use in each location by June 2018.

Representative activities: Explore ways to create quiet study areas with existing space; create scheduled quiet study times; look into purchasing mobile furnishing to create movable quiet study spaces.

Objective: Outdoor spaces in both locations will be redesigned/enhanced/expanded to support active use by MCPL customers of all ages by December 2016.

Representative activities: Create wifi cafes in the parking lots; improve lighting to encourage outdoor activities; purchase and upgrade outdoor furnishings to enhance use.

Objective: Library customers will have access to indoor and outdoor charging stations in both library locations (in both teen and adult areas and in the community rooms) and on the Bookmobile by June 2016.

Representative activities: Purchase and install appropriate equipment; promote service; purchase charging cords for customer in-house use; create signage to promote use.

Objective: Library customers will have access to onsite snack and drink options in both locations by December 2015.

Representative activities: Investigate food and drink options; update policies and procedures.

Objective: Library customers of all ages will have access to a wide variety of current equipment in support of lifelong learning, either on-site or for check-out, by January 2017.

Representative activities: Equip community rooms with standard equipment such as coffee urns, punch bowls, serving dishes, etc. for customer use; make cutting-edge technology (e.g., smart boards) available to groups using library spaces; catalog equipment so that it is reservable and accessible through the OPACs.

Objective: Library customers of all ages will have access to a “quick pick” area in each library location by June 2016 to enhance ease of use of library materials.

Representative activities: Reorganize space immediately inside the front doors to maximize customer exposure to a small collection of the most popular materials in a variety of formats; investigate self-check options; make sure the shelves are continually re-stocked several times a day

Service Response 4: Know your community

Madison County residents will have a central source for information about the wide variety of programs, services, and activities provided by community agencies and organizations.

Goal: Library customers will have 24/7 access to a robust collection of unique local resources focusing on history and genealogy.

Objective: MCPL customers will increase use of history and genealogy resources available onsite and/or online through the library by 25 percent each year of the three-year plan.

Representative activities: Establish a baseline and criteria for measuring progress; poll users quarterly; set up a tracking system for usage of current resources and requests for additional resources; offer periodic training on use of available resources; enrich RDA content of catalog records of these resources to further aid in research; partner with community organizations to promote the collection and to enhance it.

Objective: MCPL customers will have 24/7 access to a collection of online and digital history and genealogy resources that increases by at least one resource monthly throughout the three-year plan.

Representative activities: Locate/identify local resources that are available either in a digital format or that can be digitized to add to the collection; consult with local history groups to create a wish list of resources; seek opportunities to connect to and/or digitize local government documents; create a collection development and weeding/maintenance policy and procedure for this collection.

Goal: Madison County residents will have access to a designated, up-to-date source of community information.

Objective: Adult and teen Madison County residents will identify MCPL as the “go-to” place for local information.

Representative activities: Partner with local agencies to enhance and expand resources like the vertical file for local information; digitize local resources and make them available for use 24/7 through the website; partner with local agencies to create and keep updated a print and online local resource directory.

Goal: Local service organizations, clubs, schools, government agencies, and charitable organizations will use MCPL as a point of connection with Madison County residents.

Objective: Each MCPL staff member will develop or enhance a connection with one community organization by June 2017.

Representative activities: Staff members will join local civic clubs and service organizations and create a database of these connections to make available on the staff intranet to facilitate providing information to the public.

Objective: MCPL staff will work with one local organization each year to set up and support virtual community participation in club meetings by members of the community.

Representative activities: Facilitate “snow bird” club meeting attendance during the winter months; make annual meetings of local organizations available online in real time; Outreach and Bookmobile staff coordinate offsite connections to meetings held in the library; acquire and maintain equipment needed to facilitate the real-time connection.

Goal: Area groups and organizations will contribute resources to and utilize a community resource archive maintained by MCPL.

Objective: MCPL staff will work with one local organization each year to set up and keep updated a local resource directory.

Representative activities: Recruit and train volunteers for directory maintenance; create policies and procedures; purchase equipment to maintain.

Goal: Madison County youth and parents will have access to current text books.

Objective: Madison County primary and secondary school students will have onsite access in both locations to at least 10 percent of textbooks currently being used by Madison County schools and/or Madison County homeschool co-ops by July 2017.

Representative activities: Meet with county, private, and home school representatives to select which text books to acquire; create a collection statement for the textbooks; investigate resource sharing with schools and home school coops; investigate possible online access.

Service Response 5: Make career choices

Madison County adults and teens will have the skills and resources they need to identify career and training opportunities that suit their individual strengths and interests.

Goal: Customers will have access to the resources they need to conduct job searches and apply for jobs.

Objective: Library staff, volunteers, and community members will provide one-on-one help to Madison County adults looking for jobs and/or applying for jobs online by offering one morning or afternoon each month where customers can sign up for one-on-one help.

Representative activities: Partner with local businesses, local professional organizations, chambers of commerce, etc. to offer classes and individual sessions.

Goal: MCPL customers will have access to current information on higher education and vocational training as well as career selection, planning, and advancement.

Objective: Library staff will promote at least one new resource or service related to career development each quarter.

Representative activities: Partner with local businesses, local professional organizations, chambers of commerce, etc. to identify local career development opportunities; create a section of the website with collected vetted career development and job search resource links; library staff will ensure the JobShop displays in both locations are restocked as needed and will point out this resource to customers.

Goal: Madison County residents will utilize MCPL resources to expand and enhance their job-related skill set.

Objective: MCPL customer use of online career-related and professional development training through the website will increase by 20 percent by May 2017.

Representative activities: Establish a baseline of current users and set up a system to track and analyze usage; promote online training and professional development and continuing education resources to professional sectors needing ongoing continuing ed (nurses, teachers, Realtors, etc.)