

Ongoing Activities for 5-Year Plan					
Goal I:					
Objectives A & B: Measure and assess resource and service offerings	After initial 3-year process to 1) determine metrics, 2) gather data, and 3) assess, the gathering of the data metrics will be done on an ongoing basis with further assessments being done every 3 years				
Objective C: Environmental scans	Will be part of annual departmental strategic work planning process with a quarterly review of what's been gathered and learned				
Goal II:					
Objective A: Physical and virtual space assessment	Continually assess access, including inclusiveness, or physical and virtual spaces as part of departmental strategic work planning				
Objective B: Expand reach of services	Establish new and develop existing partnerships				
Objective C: Business and economic partner	Continue to develop National Library Week initiative with the intention of supporting the local economy				
Goal III:					
Objective A: Develop new types of collections based on needs of the community	Continually develop per trend and assessment analysis; part of departmental strategic work plan annual process				
Objective C: Develop cardholder sign-up campaigns	1 per year				
Goal IV:					
Objective B Increase advocacy	Continue with staff updates at monthly Board meetings				
Goal V:					
Objective A: Staff have the time to plan, execute, and evaluate	Annual assessment and realignment of work plans with performance reviews				
Objective A: Staff have the time to plan, execute, and evaluate	Increase staff awareness of other roles and departments through continued offering of MPL 360				
Objective B: Staff have opportunities to learn	Give staff the opportunity to learn from others and each other by visiting other libraries, staying up to date on emerging trends, attending conferences, education offerings, and sharing the information they have learned with one another				
Objective B: Staff have opportunities to learn	Provide achievable leadership and growth opportunities to develop skills				
Objective B: Staff have opportunities to learn	Align staff experience, passion and skills within the work of the library				
Objective B: Staff have opportunities to learn	Continue funding annual internal grant opportunity to support innovative ideas (SILLI)				
Objective B: Staff have opportunities to learn	Conduct a regular culture survey to improve working conditions				
Objective B: Staff have opportunities to learn	Support FISH (internal employee engagement committee) initiatives to enhance MPL culture				
Scheduled Activities	2019	2020	2021	2022	2023
Goal I: Assessment					
Objective A & B: Electronic Resources/Collection	Determine metrics	Gather data	Assess & Adjust	Gather data & Assess	Gather data & Assess
Objective A & B: Programming and Outreach & Partnerships		Determine metrics	Gather data	Assess & Adjust	
Objective A & B: Programming and Outreach & Partnerships					Determine continued frequency of capturing and assessing data on ongoing basis
Objective A & B: Other in-house services/offerings & Physical Resources/Collections			Determine metrics	Gather data	Assess & Adjust
Objective A & B: Other in-house services/offerings & Physical Resources/Collections					Determine continued frequency of capturing and assessing data on ongoing basis

Goal II: Service Priorities					
Objective A: Implement 1st floor redesign	Complete in 2019				
Objective A: Inclusivity assessment of physical and virtual spaces		Internal Assessment and Outside expert performs assessments			
Objective A: Review and update signage		Perform and Complete; outside expert/audit; create internal committee to lead			
Objective A: Establish consistent and measurable customer service standards		Establish Standards	Implement and train		
Objective A: Improve access to digital services and resources with a focus placed on mobile platforms		Design	Implement		
Objective A: Evaluate 2nd floor layout and space needs				Perform Evaluation and Plan	
Objective B: Identify potential locations in the community for service points or outreach opportunities				Do after assessment for outreach is complete; in conjunction with Goal III, Objective C	
Objective B: Create a "library on the go" model for purposes of outreach and increasing patronage.			Create model	Implement	
Objective C: Develop and strengthen partnerships for economic development					Do after assessment for outreach is complete
Objective C: Identify and partner with members of the community to share expertise					Do after assessment for outreach is complete
Objective C: Create entrepreneurship and business resources, services, programs and spaces in and outside of the library (business center & DIBS)			Create and implement		
Objective C: Implement Makerspace/Idea Box on 1st Floor	Complete in 2019				
Goal III: Cardholders & Collection					
Objective A: Enhance development of E-content collections			Based on assessment; in conjunction with Goal I, Objective A & B		
Objective B: Consider more effective ways to display items throughout the library, utilizing point of purchase and point of sales strategies	Develop and implement				
Objective B: Curate and promote resources related to services and programming.				Develop and implement	
Objective B: Explore highlighting underutilized collections - goal of 3.0 turnover ratio				Develop and implement	
Objective B: Staff implement upselling initiatives, personalized reader's advisory assistance, and read-a-like suggestions.				Develop and implement	
Objective C: Promote use of the library in the community and throughout the county				Do once Library On The Go model is developed	

Objective C: Consider community partnerships for sign-up promotions.				In conjunction with Goal II, Objective B - locations for service points/outreach identified	
Goal IV: Marketing & Communication					
Objective A: Draw symmetry in branding across the library, the Foundation, and Friends, including review of mission and vision statements		Develop and Implement			
Objective A: Complete and implement a marketing plan		Develop and Implement			
Objective A: Create a streamlined, branded Summer Reading Program across all age levels		Create and complete\			
Objective A: Create a timeline to assess and update all marketing materials on a regular basis - i.e. brochures, digital signage, etc.	Create and complete				
Objective B: Develop an advocacy plan that engages new stakeholders and existing advocates (city leaders, volunteers, donors, and others)				Based on assessments and marketing plan	
Objective B: Hone staff and board members' abilities to be advocates					Upon development of upselling tools
Objective B: Explore non-traditional marketing avenues both on-site, throughout the community, and via digital platforms.			Based on marketing plan		
Objective B: Implement a calculator on the website to showcase the value in using the library			in conjunction with virtual spaces assessment and update (Goal II, Objective A)		
Goal V:					
Objective A: Create strategic work plans for departments, the library, and individual goals	Create and implement				
Objective A: Reinforce staff accountability to service standards and work commitments (customer service standards as developed in Goal II, Objective A)				Implement after standards developed	
Objective A: Improve the staff conference room for better meeting facilitation				Design and complete	
Objective B: Help staff learn how to better gather data and information from their work and interactions with the community to inform ongoing and new development of services, programs and collections. (Based on Assessments in Goal I to better align work time with true cost and impact in community)					Develop and implement

Objective B: Create a thorough staff training model for new and current staff (orientation, training, mentoring)

Develop and implement