

**CONNECTED MONTGOMERY**

**LITERATE MONTGOMERY**



**MC**



**PL**

**DELIGHTED MONTGOMERY**

**STRONG AND VIBRANT MONTGOMERY**

**MONTGOMERY COUNTY PUBLIC LIBRARIES**

**FY2017-2020 STRATEGIC PLAN**

# Montgomery County Public Libraries Strategic Planning Committee

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Robyn Watts, Montgomery County Library Board  
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**TO PROVIDE ACCESS TO SERVICES, RESOURCES AND PROGRAMS  
SO THAT EVERYONE CAN PARTICIPATE IN MAKING A MORE**

**LITERATE MONTGOMERY**

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# LITERATE MONTGOMERY

MCPL will provide opportunities to encourage language and life-skills literacies and lifelong learning

## EARLY LITERACY

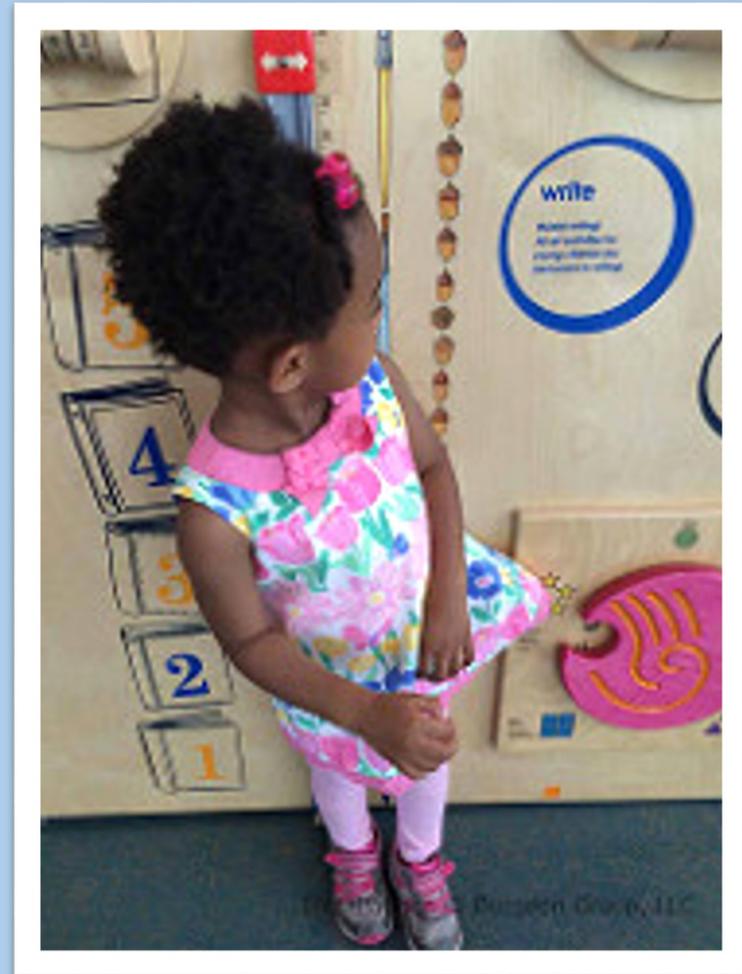
- Increase diversity in content and times of storytime programs
- Promote awareness of resources for parents and caregivers
- Go! Kits in all MCPL branches
- Create the Jan Jablonski Early Literacy Training Center at the Noyes Library for Young Children

## ENGLISH LANGUAGE LITERACY

- Expand resources, services and programs for beginner and intermediate English language learners

## HEALTH LITERACY

- Increase programs and resources on personal health and wellness
- Create programming and increase collections on nutritional literacy

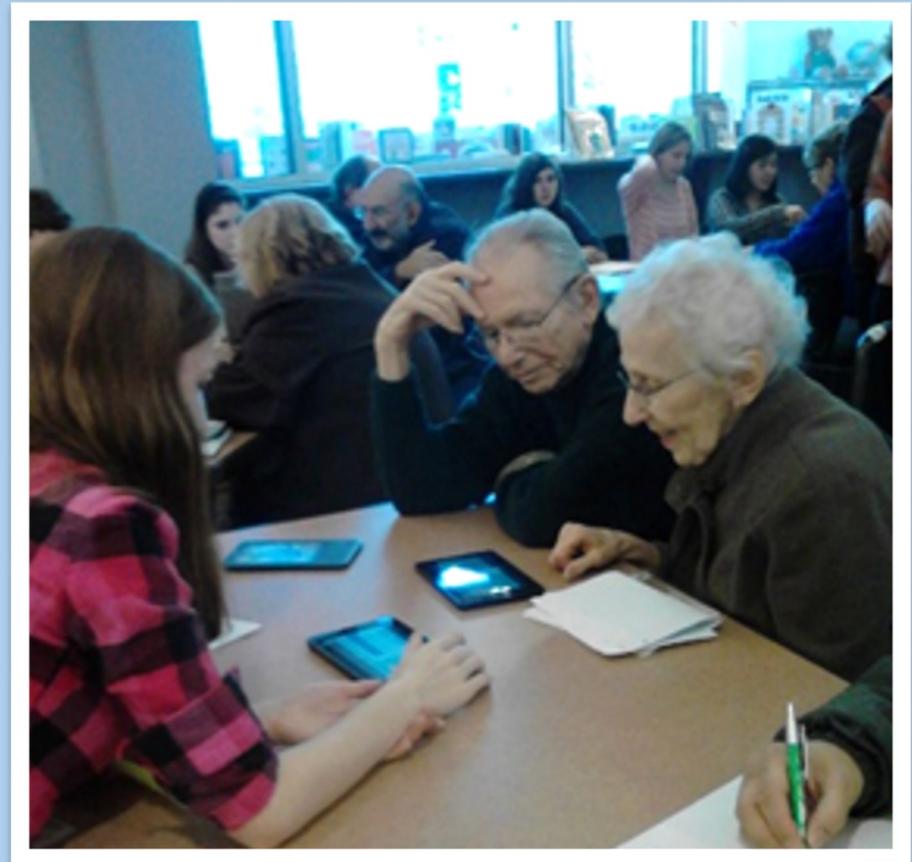


# LITERATE MONTGOMERY

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## DIGITAL LITERACY

- Increase programs, opportunities and resources for residents to interact with and learn about new technologies and services
- Expand resources and teaching opportunities to help consumers of digital content hone their skills in learning new technologies
- Increase resources on skills to be competent digital content producers
- Diversify programming for adults and seniors that will allow them to effectively engage with technology
- Increase access to resources and programming so children will be able to develop skills necessary to thrive in a digital/STEAM based culture
- Expand access to tools and resources for teens that encourage critical, innovative and creative thinking skills
- Implement mobile digital labs



# LITERATE MONTGOMERY

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## FINANCIAL LITERACY

- Provide programs and resources for school age children on finances
- Increase programs for teens on financial responsibility
- Increase programs for adults and prospective retirees on personal finance

## ENVIRONMENTAL LITERACY

- Introduce topics to school age children on environmental and green strategies
- Increase access to resources to residents so they can be informed on environmental and ecological topics
- Partner with other County departments and agencies to provide programs on green initiatives and strategies



# CONNECTED MONTGOMERY

MCPL will provide opportunities to  
encourage inclusive and engaged communities

## DIVERSITY

- Increase programs and resources in multiple languages
- Create new programs to reflect cultural and generational diversity
- Increase translation of promotional material to the main languages spoken in the County
- Provide opportunities for residents to share their family histories and experiences through oral history recordings
- Give local authors and artists opportunities and platforms to share their work
- Hire an ADA coordinator to expand services to persons with disabilities



# CONNECTED MONTGOMERY

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## CUSTOMER REACH

- Identify what customers value and use to increase targeted marketing campaigns in multiple formats, channels and languages
- Optimize social media usage
- Embrace new media and technologies to reach customers
- Increase MCPL presence at community events
- Market programs and resources to attract non-users to MCPL's website and branches
- Provide access to MCPL resources online, at community facilities, and local businesses



# CONNECTED MONTGOMERY

MCPL will provide opportunities to  
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## CIVIC ENGAGEMENT

- Provide resources for new residents to transfer skills and credentials to Montgomery County
- Increase number of citizenship classes and naturalization ceremonies
- Provide programs and resources for residents to learn about current events

## COLLABORATIVE SPACES

- Create multi-purpose spaces at different locations to promote collaboration
- Increase the number of flexible spaces to meet communities' different needs
- Provide resources that encourage customers to build, experiment and innovate



# STRONG AND VIBRANT MONTGOMERY

MCPL will provide opportunities to  
develop, increase, and hone workforce skills

## SKILLS FOR GAINFUL EMPLOYMENT

- Provide access to High School Diploma classes
- Connect residents to online classes
- Increase programs and resources in job skills
- Provide access to resources, programs and training to assist teens in preparing to enter the workforce
- Work with partners to connect residents to internships, volunteer opportunities, vocational training, and community service

## AREA AND REGIONAL BUSINESSES AND GOVERNMENT AGENCIES CONNECTOR

- Create opportunities through programming and resources for business representatives to learn about other businesses, non-profits, and government agencies and services in the area



# STRONG AND VIBRANT MONTGOMERY

MCPL will provide opportunities to  
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## SMALL BUSINESS SUPPORT

- Increase programs and resources in small business skills
- Create business centers at all branches
- Create opportunities to learn about business contracting processes

## SKILLS FOR JOB SEEKERS

- Increase programs and resources in basic job searching
- Provide access to specialized tutoring in job search skills
- Increase programming and resources in basic job application skills



# DELIGHTED MONTGOMERY

MCPL will provide exceptional customer experiences by supporting and training staff, and reinforcing our infrastructure

## INVITING SPACES

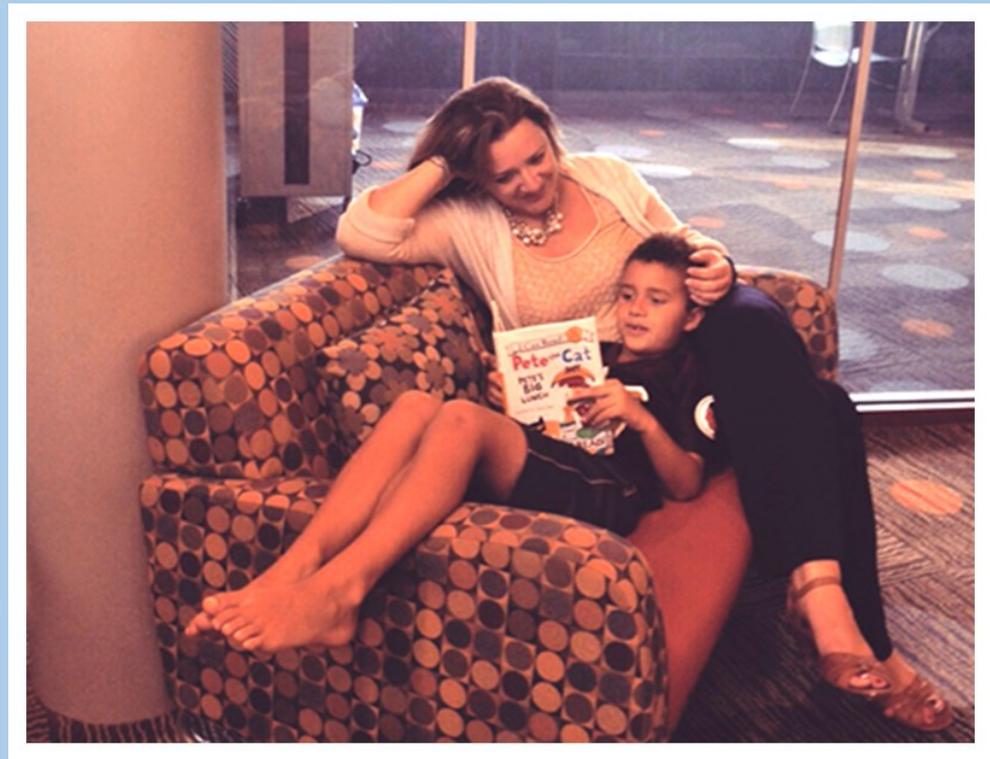
- Refresh branches
- Prioritize flexible room use and creating opportunities for collaboration in space design and planning
- Strive to resolve accessibility concerns in any branch reorganization or refresh projects

## CUSTOMER DRIVEN DECISION MAKING

- Implement multi-channel mechanisms for gathering and evaluating customer feedback
- Continually improve and adapt library services and spaces to meet customer needs

## RESPONSIVE MATERIALS PROCESSES

- Decrease wait time for high demand and new material
- Match branch collections with community demographics
- Add new materials that align with customer needs



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## ENHANCED PROGRAMMING

- Increase successful programs
- Create programming to reflect the diversity within our communities
- Increase programs and resources for independent use

## RELEVANT TECHNOLOGIES THROUGH 21<sup>ST</sup> CENTURY TECHNOLOGY FUNDS

- Provide up to date technologies
- Optimize the use of technology
- Provide hardware and software that reflects the current and future needs of customers
- Provide access to and training in emerging technologies to use in library programs
- Provide technology resources that allow customers to build valuable and relevant skills



# DELIGHTED MONTGOMERY

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## EFFECTIVE PARTNERSHIPS

- Identify and work with partner organizations and County agencies to provide a broader range of resources to customers

## COMMON SENSE POLICIES AND PROCEDURES

- Modify to eliminate barriers to service
- Rewrite in plain language
- Translate into the main languages spoken in the County

## EFFECTIVE INFORMATION SERVICE

- Conduct technology classes
- Use staff expertise to identify the most useful databases and help customers navigate e-resources
- Refer customers to non-MCPL resources



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## STAFF RECOGNITION

- Support staff to introduce innovative ways to meet community needs through programs and services
- Encourage staff to share successes across the system
- Promote staff excellence in internal and external communications
- Reward staff accomplishments at Staff Development and Training Day
- Nominate staff and staff work for external recognition
- Reward excellence in customer service

**MCPL AWARDS  
OF EXCELLENCE**



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## STAFF SKILLS SUPPORT

- Continually improve the customer experience through staff training and development on customer service skills, new techniques, technologies and resources
- Encourage participation in committees, panels and groups
- Encourage sharing knowledge through publications
- Create a staff talent database
- Share best practices across branches

## STAFF ENGAGEMENT WITH THE COMMUNITY

- Create resources to introduce new customers to library services
- Identify ways in which the library can address community needs
- Share trends and opportunities to become a cutting edge system
- Share information across the system and with the larger community



**ISIAH LEGGETT  
COUNTY EXECUTIVE**

**B. PARKER HAMILTON  
DIRECTOR, MONTGOMERY COUNTY PUBLIC LIBRARIES**

**MONTGOMERY COUNTY COUNCIL**

**NANCY FLOREEN, PRESIDENT**

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