

Montgomery County Public Libraries

Where the County Reads, Where the County Meets, Where the County Learns

FY13 – FY16

Strategic Plan

Montgomery County Public Libraries

Strategically Moving Forward

Goal 1: Strengthen our Communities' Passion for Reading, Viewing and Listening

- A. Offer new and popular materials by developing relevant and inspiring collections that meet the evolving needs and expectations of our communities.
- B. Make the Libraries' collections responsive to the diverse needs of the communities through the MCPL Collections Policy.
- C. Build community through the Libraries' Facilities Plan.

Goal 2: Provide Learning Readiness through Early Literacy Programs

- A. Develop and implement innovative service models to deliver children's services that ensure they will be prepared to learn by focusing on reading, listening and writing readiness.
- B. Provide easy access to Early Literacy materials, websites, information and support for parents and caregivers.

Goal 3: Help Learners Succeed

- A. Promote the Libraries' resources, services, and programs to students and adult learners.
- B. Increase parents' and caregivers' awareness of Libraries' resources that help their children.
- C. Communicate to students, teachers, and parents the Libraries' electronic resources that support school curriculums.
- D. Integrate learning into users' lives through materials, ideas, programs and services.

Goal 4: Bring Technology's Benefits to Everyone

- A. Upgrade, expand and maintain the Department's core technology infrastructure for both customers and staff.
- B. Strengthen library services to our customers and staff through the Libraries' Technology Plan.
- C. Derive new models for improving information access and delivery.
- D. Continue to strengthen services, materials, and digital learning for all users.

Goal 5: Empower Our Communities by Creating Awareness of Library Resources

- A. Help each community reach its cultural awareness through collections, displays and programming.
- B. Continue to strengthen the Libraries' outreach to the senior and people with disabilities communities.
- C. Communicate the roles of the Libraries to the communities.
- D. Implement the seven activities of the Libraries' Marketing Plan.
- E. Implement the Libraries' Outreach Program to the communities.

Goal 6: Build on Success

- A. Seek diversified funding sources for library programs, projects and resources.
- B. Collaborate and partner with education and learning institutions to leverage public funds.
- C. Deploy a systematic approach to partnering that best leverages library and partner resources.
- D. Support the advocacy and stewardship of the Library Board and Friends of the Library.

Goal 7: Foster an Organizational Culture of Innovation

- A. Ensure that MCPL policies and procedures support and assist the customer and staff's use of the Libraries' services and programs.
- B. Continue to strengthen the Department's Data and Benchmarking Program.
- C. Create an environment that encourages respect for all staff and administration while providing opportunities to learn, grow, innovate and celebrate success.
- D. Provide accessible and relevant training opportunities to staff that allow them to meet and exceed customer expectations.
- E. Enhance and sustain One System – 21 Branches by improving key areas of the organization's structure.