

Meridian Library District Strategic Plan

Updated and approved by the Meridian Library District Board of Trustees on
December 16, 2015

Mission

The Meridian Library District supports our community by enriching lives, igniting curiosity, and cultivating connections.

Values

Empathy

We treat our members and colleagues with patience, compassion and respect.

Pro-knowledge

We are committed to lifelong learning. We give you access to the things you want, and will help you find what you want to know.

Extraordinary

We strive for excellence in all areas and seek to exceed expectations. We do this through creating a culture of “yes” and demonstrating flexibility.

Relationships

We are a meeting place for the people of Meridian. We help make meaningful connections with our community.

Goals

Our vibrant collections are built around the educational, recreational, and cultural needs of library district patrons.

Our services and programs reflect Meridian's needs and interests, and create connections in the community.

Our physical spaces are welcoming, set the tone for excellence, and meet the diverse needs of Meridian.

Our amazing staff are the heart of the library, and exemplify the value of MLD.

Our processes and policies are current, nimble, and adaptable to best support our staff and members.

We are responsible stewards of our financial resources.

From the director

We are pleased to present the new Meridian Library District Strategic Plan. This plan will allow us to continue our work helping make Meridian a premiere city to live, work and raise a family.

The library is stronger than ever and well positioned to make significant contributions to the success of the individuals in our community and to help strengthen the community as a whole.

Despite the challenges of limited physical space and resources, our dynamic and creative staff have created more library programs, increased and improved answers to patron questions, and expanded outreach efforts in the community.

In our research we conducted an experience audit which helped us recognize our strengths and weaknesses. We have a great number of strengths including:

Support - The library is financially sound. We are conservative and responsible stewards of our tax-supported funds. We have a committed elected Board of Trustees and a community that supports our work which is reflected in the many positive comments we receive.

Momentum - Our staff is enthusiastic. We have a supportive community. These result in significant positive momentum that is propelling us forward.

Partnerships - We both seek and offer numerous local partnerships as well as resource sharing consortium to leverage cost sharing.

Ideas - Our passionate staff have no shortage of ideas and energy!

Knowledge - We're plugged into the community, gathering and using available data to inform decisions we make. We share our knowledge with the community.

Our strategic planning process included research, patron interviews, a community-wide survey to which more than 2,000 residents responded, and a workshop with the library Board and staff as well as a number of selected community members.

The process began in May 2014 and concluded in October 2014. The Board and Library Administration will review and revise this plan annually. Many thanks to all who contributed to this final plan and for your continued support of the Meridian Library District.

Please be in touch with any questions,

Gretchen Caserotti
Library Director

GOAL 1

Our vibrant collections are built around the educational, recreational, and cultural needs of library district patrons.

OBJECTIVE 1.1

MLD devotes a special focus on providing materials for educational opportunities, learning and discovery for everyone from babies to seniors.

ACTIONS

- Develop additional Early Literacy Kits to circulate
- Develop strategy for providing resources for students and homeschooling families
- Identify ways to highlight existing digital, financial and health information
- Support local workforce development, business and economic leadership

OBJECTIVE 1.2

MLD develops and promotes interest-based collections and relevant materials to support member interests.

ACTIONS

- Assess the community in person and online to determine what topics they're interested in
- Partner with local institutions to promote topic-specific resources
- Develop a plan for a comprehensive evaluation of the library's current collections
- Incorporate materials promotion into Communication Committee social media strategy
- Improve discovery and promotion of books by local authors
- Curate special collections for unBound with business, management, leadership and technology materials
- Expand traditional book clubs to adapt more subject-based approach

OBJECTIVE 1.3

MLD circulates and promotes nontraditional items.

ACTIONS

- Develop a strategy for assessing, expanding and promoting Make It Take It Kits program
- Research and test one new non-traditional circulating collection.

GOAL 2

Our services and programs reflect Meridian's needs and interests, and create connections in the community.

OBJECTIVE 2.1

MLD designs and delivers services and programs targeted to workforce and economic development.

ACTIONS

- Designate a team of staff responsible for assisting job seekers, teens, and adults
- Partner with local labor boards to seek to understand and improve processes
- Recruit and train community volunteers to assist in the program
- Increase community access to technology to develop skills and knowledge

OBJECTIVE 2.2

MLD designs and delivers services and programs to encourage a love of learning and reading.

ACTIONS

- Develop an Early Literacy Initiative plan
- Expand our Book Club program
- Plan and implement revised Meridian Reads/Writes program and assess for continuation of the annual event
- Evaluate and update Summer Reading Program to increase community participation
- Introduce and market adult literacy programs and services; ESL, Basic GED, lifelong learning, etc

OBJECTIVE 2.3

MLD designs and delivers high-quality services and programs

ACTIONS

- Design and develop cross-departmental/system-wide program standards, plans, evaluative tools, and promotional strategies
- Solicit community feedback about potential new programs
- Organize and implement a User Experience Audit for library services & programs
- Develop a plan for consistent Readers Advisory services

OBJECTIVE 2.4

MLD partners with community organizations to host programs.

ACTIONS

- Develop a database of community organizations
- Community Librarian establishes communication mechanism for departments/locations
- Establish partnerships with two new partners for off-site programming

GOAL 3

Our physical spaces are welcoming, set the tone for excellence, and meet the diverse needs of Meridian.

OBJECTIVE 3.1

MLD examines its physical spaces to ensure it is accessible and meets the diverse needs of users.

ACTIONS

- Research how people use our spaces by conducting two contextual inquiry exercises in all MLD locations (Cherry Lane, Silverstone, Bookmobile)
- Continue using Experience Audit to improve physical spaces
- Conduct an accessibility study (ADA) for fixed locations

OBJECTIVE 3.2

Make the library more convenient.

ACTIONS

- The library will add at least one fixed service point
- The library will create a facilities plan for the future
- The library will create a 24 hour holds pickup
- The library will open early one weekday for early birds

GOAL 4

Our amazing staff is the heart of the library, and exemplifies the value of MLD.

OBJECTIVE 4.1

MLD staff are creative, self-directed problem solvers and are empowered to take action.

ACTIONS

- Evaluate and update an ongoing recognition program
- Survey staff to solicit input about potential training or skill-building opportunities.

OBJECTIVE 4.2

Staff is respectful and openly communicate with each other throughout the organization.

ACTIONS

- Create more opportunities for staff to learn from each other, interact in daily work: e.g. job share, job trading
- Offer workshops on interpersonal communication
- Revise and improve staff performance evaluations that address these issues
- Create an internal newsletter that updates on small changes (like circ or info desk processes) and new programs, staff, subs, etc. and that also provides room for staff input/feedback on new processes
- Continue to improve workplace culture to encourage positive attitudes toward continued improvements

OBJECTIVE 4.3

Staff exemplify the mission and values of the library.

ACTIONS

- Plan and facilitate all staff meeting to roll out new organizational values
- Post our values on the website and use in marketing
- Organize MLD training guidelines to include public library philosophy, MLD mission and values
- Instruct on WHY not just HOW we do what we do

OBJECTIVE 4.4

MLD has a robust staff that ensure the library's success.

ACTIONS

- Refine departmental staffing models to inform personnel budget development
- Consistently identify and recruit top talent; maintain high customer service standards for hiring criteria

GOAL 5

Our processes and policies are current, nimble, and adaptable to best support our staff and members.

OBJECTIVE 5.1

MLD uses consistent branding and visual identity across all physical and digital touchpoints.

ACTIONS

- Design and implement a new library identity and create awareness of the library in the community

OBJECTIVE 5.2

MLD communicates the value and impact of the library.

ACTIONS

- Create communication committee that explores problems and strategies. Train staff on what they can do to improve our impact
- Gather member stories to share and create awareness of the library impact across all potential members and stakeholders
- Identify opportunities for sharing the library's story: advertising, public meetings and events, etc...

OBJECTIVE 5.3

MLD has a content strategy for its website.

ACTIONS

- Conduct a content audit of the current site
- Use personas to develop new content streams for the website
- Design and implement workflow for creating, editing, and publishing content

GOAL 6

We are responsible stewards of our financial resources.

OBJECTIVE 6.1

Increase revenue streams outside of property taxes.

ACTIONS

- Seek grants, donations and sponsorships to reduce operational demand on tax funding
- Add Donate button to website, create page for memorials and bequests

OBJECTIVE 6.2

Create and improve processes for fiscal accountability and transparency.

ACTIONS

- Create projected budget and post on website
- Make financial information easily available on the website