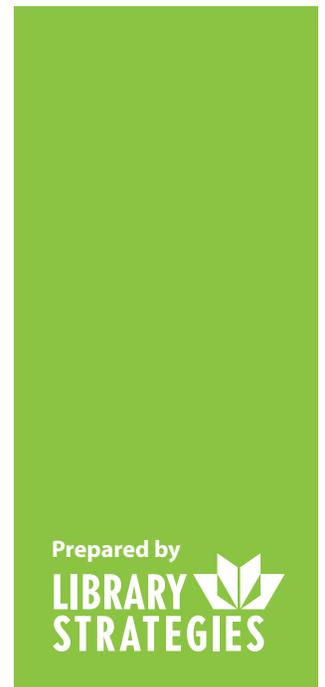




# STRATEGIC PLAN 2021-2025



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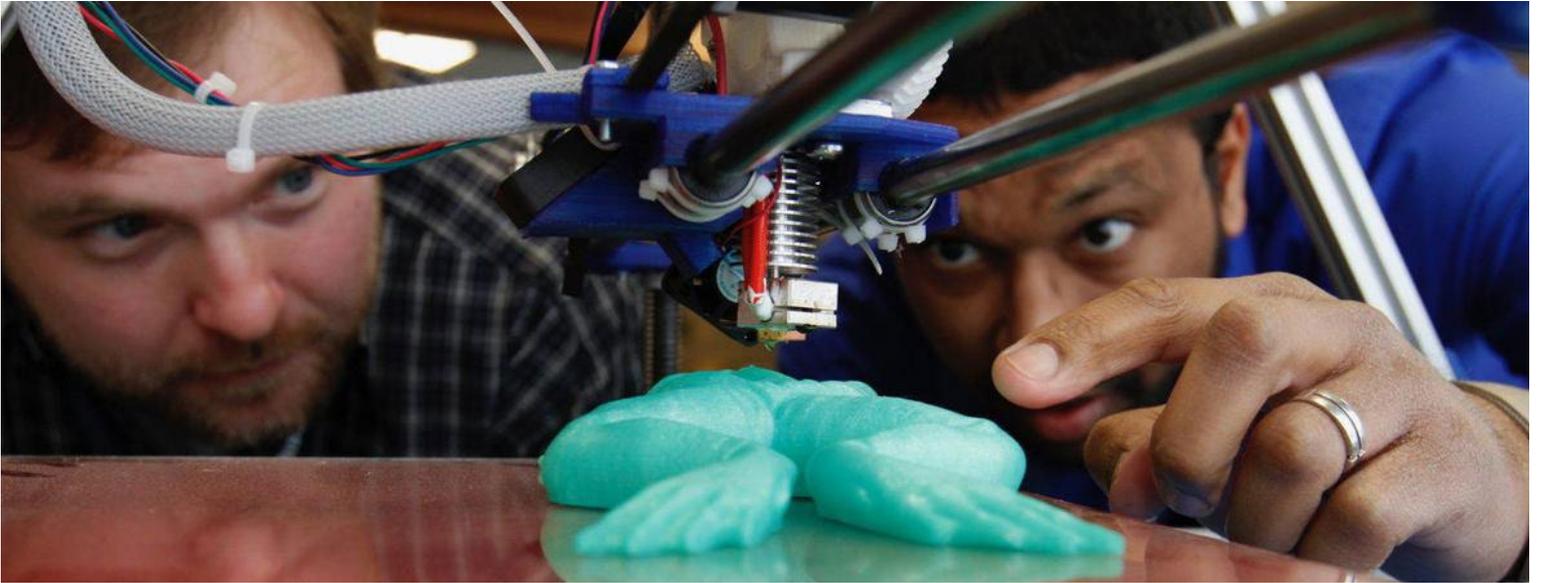
## INTRODUCTION

Library Strategies Consultant Group worked with the Meridian Library District throughout the first half of 2020 to develop a strategic plan for the next 3 to 5 years. Discussions with the steering/planning committee were held in January, followed by a site/staff visit in February. Phone interviews, a community survey, and Zoom focus group sessions were conducted in the late spring and summer. The focus of the plan is on medium- to longer-term strategies, not the immediate challenges of the current COVID-19 situation. Still, the library district is taking on this plan at a time of change marked by current expansion of library facilities coupled with the need for possible future space and service needs, even as financial and human resources are stretched. The participation of staff, library leadership, and the community was thoughtful and enthusiastic, and this plan clearly reflects a breadth of input and ideas as well as a willingness on the part of the community to invest in what they see as a critical resource in Meridian. The plan, developed and submitted by consultants Stu Wilson and Christine Watkins, is a working document, designed to help focus activities, address challenges, and produce results.



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## PURPOSE STATEMENT

The Meridian Library District will provide equal access to information, works of the imagination, and public space, offering resources and services that support educational success, economic development, an informed electorate, and overall quality of life regardless of race, nationality, age, gender identity, sexual orientation, religion, language, ability, economic and employment status, and educational attainment.

## MISSION

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

## VALUES

**EMPATHY.** We treat our patrons and colleagues with patience, compassion, and respect.

**LEARNING.** We are committed to lifelong learning and helping patrons find what they want to know.

**EXCELLENCE.** We seek to exceed expectations and demonstrate flexibility.

**RELATIONSHIPS.** We are a meeting place for the people of Meridian, facilitating meaningful connections within our community.

**INCLUSIVITY.** We serve and provide access to every member of the community, embracing individuals of all backgrounds.



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## SERVICE PHILOSOPHY

Excellent service is our top priority. We aim to build lifelong relationships with our patrons. Our service philosophy is “Hold Doors Open.”

Specifically, we strive to:

- Provide welcoming, responsive, high-quality service to our patrons.
- Provide the same quality of service to all regardless of race, nationality, age, gender identity, sexual orientation, religion, language, ability, economic and employment status, and educational attainment.
- Listen to our patrons and respond to suggestions and concerns with fairness and flexibility.
- Respect our patrons’ privacy.
- Provide access to both traditional and innovative resources, as well as instruction in their uses.
- Foster inventive approaches to benefit our patrons.
- Regularly review library spaces, systems, services, and policies to ensure they are patron-friendly.
- Treat library employees with the same respect and fairness as our patrons.



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# GOALS AND STRATEGIES 2021 - 2025

## GOAL 1: Expand Sustainable and Inclusive Spaces for a Growing Community

### COMMUNITY IMPACT

- Inclusive facilities meet community needs for programs and services.
- Community members are connected and engaged with each other.
- Levy obligations are fully met.

### STRATEGIES

- Manage and promote the successful openings of unBound and Orchard Park branches. Target appropriate audiences for each facility to increase awareness of overall library presence in the community.
- Initiate the planning processes for future renovation of the main Cherry Lane location, as well as a replacement facility for the current Silverstone branch. Provide regular updates via library website, social media, and other channels.
- Explore service and facility partnerships to address populations underserved by current physical facilities.
- Continue to expand remote access, delivery, outreach, and other means of bridging facility limitations. Ensure MLD's online resources are inclusive and accessible.
- Repurpose existing space to maximize community gathering options.
- Prioritize environmental sustainability in library facilities.
- Initiate a long-term, data-driven approach to plan for future (post-2025) social, economic, and demographic trends in the area.

## GOAL 2: Undertake a Community-Wide Initiative to Improve Early Literacy

### COMMUNITY IMPACT

- A higher percentage of children will enter kindergarten with a solid foundation for reading, school, and life success.

### STRATEGIES

- Increase early literacy services, preschool opportunities, and parent education.
- Take a leading role among partner organizations and pursue outside funding to advance a broader community-wide effort to address early literacy.
- Publicize current early literacy data and track improvements.
- Develop and launch a public awareness campaign about the importance of quality early learning to build a strong community and economy.





### **GOAL 3: Pinpoint Priorities to Address the Most Critical Service Needs in Meridian**

#### **COMMUNITY IMPACT**

- Library programs and services will provide maximum value for the community's investment.
- Meridian residents of all backgrounds are embraced at the library.

#### **STRATEGIES**

- Adapt programs and services for safe and effective delivery in COVID and post-COVID environments.
- Launch pilot programs and outreach to address the needs of growing and changing populations, including homeschoolers, seniors, and new residents.
- Reach new patrons through partner organizations (e.g. Boys and Girls Clubs, homeschool associations, veterans' groups, property managers, etc.)
- Increase civic engagement resources and programs.
- Spotlight unBound to demonstrate the library's technology scope and leadership in the community. Showcase the range of unBound programs, from business development and tech readiness training to connectivity for seniors, lower-income residents, and families.



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## GOAL 4: Deepen Awareness of the Breadth and Relevance of Library Services

### COMMUNITY IMPACT

- The community recognizes the value and extent of the library's services and mission.
- Library locations see increased use and community support.

### STRATEGIES

- Collect and share stories of impact to strengthen support for library services.
- Promote the intrinsic value of library services in building a socially cohesive community.
- Implement a comprehensive marketing plan that focuses on non-traditional library services, new offerings, and locations.
- Set goals to build the library's cardholder base, especially in targeted demographics such as areas surrounding new facilities.
- Advance communication with city departments and business organizations to promote areas of common interest and advance the community value of the library.
- Organize philanthropy efforts to enhance library resources.

## GOAL 5: Develop and Maintain MLD's Strong Organizational Culture

### COMMUNITY IMPACT

- The community recognizes MLD as a resilient, efficient, innovative, and successful organization.
- The library's high-performing staff continually adapts to meet community needs.

### STRATEGIES

- Review current organizational structure to accommodate new branches and other elements of this plan.
- Clearly define position responsibilities while still allowing for individual initiative and creativity.
- Focus on training and development that supports staff and leads to optimal patron service.
- Empower staff to seek ongoing community input, especially in terms of serving diverse and underserved populations.
- Devise mechanisms for improved communication, staff participation, and advocacy for concerns.
- Enhance opportunities for volunteers to use their expertise and to augment staffing limitations.



# Meridian Library District Board

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Prepared by  
**LIBRARY STRATEGIES**



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