



# Monroe Public Library

## Strategic Plan 2016-2018

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### Mission

The Monroe Public Library provides a comfortable environment in which to gather and grow. We are dedicated to enriching our community and enhancing the lives of its people through excellent service and a responsive eye toward the future.

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### Goals

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**One. Attract new users and make the library a constant presence in the community.**

- Offer new ways to get cards and check out off site.
- Work to get underserved populations into the library through onboarding with major employers, outreach and other methods.
- Continue to be involved in community events with the participation of staff, Trustees, and Friends.
- Send out library promotional information to every household in the school district on a yearly basis.
- Develop and implement a marketing plan for the library as a whole, as well as models for promoting events and new services.
- Work to provide equal levels of service and program offerings to all patrons.
- Identify the community connections of all team and board members.

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## Two. Provide educational opportunities for Trustees and team members.

- Have Board and staff meet together twice per year with a clear agenda to encourage the exchange of ideas.
- Have team members engage the Board on their areas of responsibility and the trends emerging in those areas.
- Create a development plan for the coming year for each team member during the annual review.
- Help all team and board members become effective library advocates.
- Encourage team members attending conferences and workshops to share that knowledge with others during collaborative time.

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## Three. Curate the library's collections in new ways.

- Identify the strengths and weaknesses of individual library collections.
- Provide patrons with opportunities to make suggestions, both in person and online. Provide feedback on suggestions.
- Give patrons more input on what they might like to see or have access to at our local level.
- Identify statistical trends in current collection usage for guidance in collection development.
- Develop clear withdrawal criteria and schedules for the library's collections.
- Promote cross collection pairings, such as “book and film version” to encourage patrons to explore new areas.
- Strengthen reader's advisory through team education, curated reading recommendations, and identification of noteworthy and classic titles.
- Encourage holiday donations for specific collections.



Monroe Public Library  
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