



2022 - 2027

LONG RANGE STRATEGIC PLAN



INTRODUCTION

Library staff and trustees are pleased to present Mitchell Community Public Library's Long-Range Strategic Plan for the years 2022 - 2027. Throughout 2021, MCPL collected and considered community feedback (both formal and informal) and transformed it into this framework for library improvement.

Through years of many changes— most notably, the global COVID-19 pandemic— Mitchell Community Public Library has been presented with challenges and opportunities to rethink the ways in which we serve our patrons. At times, we have been forced to prioritize in order to continue delivering quality services to the community under evolving circumstances. In realizing our ability to be flexible and adapt, MCPL has intuited that upholding our overarching values and maintaining strong priorities is the key to continued success in reaching our community, no matter the circumstances. The priorities that emerged, along with complementary goals and objectives, are detailed in this document.

We look forward to embarking upon this five-year plan and focusing our efforts toward creating long-term community impact.

Ellen Underwood

Director, Mitchell Community Public Library





MISSION

The Mitchell Community Public Library is a dynamic public resource with a knowledgeable and friendly staff that strives to provide needed materials, relevant services, and up-to-date information. The library strongly supports the concept of lifelong learning— that learning does not begin or cease with formal education, but enhances the quality of life at any age.

ACKNOWLEDGEMENTS

Mitchell Community Public Library and the Library Board of Trustees extend their sincere appreciation to the community members who assisted in the development of this plan by attending the Strategic Planning Session in October of 2021 and/or responding to MCPL's Strategic Planning survey.

APPROVAL

The Mitchell Community Library Board of Library Trustees approved and adopted this Strategic Plan at their meeting on November 22nd, 2021.

2022 - 2027

STRATEGIC PRIORITIES



#1 LIFELONG LEARNING

Mitchell Community Public Library provides lifelong learning opportunities through an array of programs and services that strive to educate and enrich the entire community. Ongoing programming efforts will address literacy, workforce readiness, and digital inclusion objectives.

GOAL 1

Widen the array of programs offered to adults, teens, and children. Incorporate literacy, arts and culture, digital inclusion, and/or STEAM-based learning initiatives into each program. Develop a concrete method of planning and evaluation to hone programs and improve outcomes in all age groups.

GOAL 2

Partner with area schools, businesses, and organizations, maximizing shared resources to broaden the reach of educational programming to the community.

GOAL 3

Create a system of passive programming and/or services to provide independent lifelong learning opportunities that promote curiosity, creativity, and self improvement.



#2 ACCESS

MCPL promotes free access to information resources of all types. In the midst of our rapidly changing informational landscape, MCPL will develop and support initiatives that seek to increase access to all types of resources for all community members.

GOAL 1

Enhance our informative and instructional methods (website, social media, in-house signage) for ease, clarity, and elimination of barriers to access to library materials. Expand upon traditional informational transactions, providing deeper reference services and better assisting patrons in navigating library collections.

GOAL 2

Assess physical and digital collections for inclusivity, performance, and impact. Respond to community education and entertainment needs with refined collection development strategies, including the implementation of procedures for community feedback and recommendations.

GOAL 3

Develop and utilize a range of effective marketing strategies to increase public awareness of and participation in library programs, services, and offerings.



#3 CUSTOMER EXPERIENCE



GOAL 1

Prioritize fostering connection and community in all library users. Review opportunities to improve workflows, patron policies and procedures, and customer service outcomes to ensure library experiences that delight and inspire.

GOAL 2

Investigate improvements to building functionality that provide safe, appealing, and practical spaces for library users of all ages to conveniently use and enjoy.

GOAL 3

Invest in the continued education of library employees. Empower staff to take an active role in carrying out strategic goals and to be creative and collaborative in developing programs and services that meet local needs.

#4 TECHNOLOGY

MCPL evolves and adapts to emerging technology and utilizes it in serving patrons effectively. The library is a hub for technology, and staff are technology leaders ready to assist in and advance community tech literacy.



GOAL 1

Establish a collection of technological equipment for checkout and in-house use. Present ongoing programs that orient patrons to equipment and demonstrate opportunities to learn, explore, and create with technology.

GOAL 2

Implement benchmarks for technology competencies that position MCPL as a technology hub and library staff as community technology leaders.

GOAL 3

Maintain hardware and equipment to stay up-to-date with changing electronic needs. Utilize a replacement schedule to stay on top of necessary upgrades.