

# Marysville Public Library

## Strategic Plan 2008 - 2010

### **Marysville Main Library**

213 South Plum St.

Marysville, OH 43040

(937) 642-1876

### **Raymond Branch Library**

21698 Main St.

Raymond, OH 43067

(937) 246-4795

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# History and Profile

The Marysville Public Library had its beginning in 1867, when a group of enterprising businessmen formed the Marysville Literary and Library Association. In 1868, the organization was incorporated. The library continued to serve the community until 1895 when they closed the library doors due to lack of funding. In 1897, the Women's Parliament began the work of reorganizing the Marysville Literary and Library Association. The library collection was housed in two rooms in City Hall until the administration of the Library was passed to the Marysville School District and the Carnegie Library Building was built in 1910. The Carnegie Library Building was the home of the Marysville Main Public Library on South Court Street until 1988, when the Main Library moved into the present location at 231 South Plum Street in Marysville.

Meanwhile, in the village of Raymond in 1923, the Raymond Public Library was started by the Country Culture Club. The library was located in private homes and small shops through the years with book donations from the entire community. In 1938, the library's administration passed to the Raymond School Board and it began receiving aid from the State of Ohio. By 1940 the Farmers Cooperative Creamery Building was donated for a library. Additions to this original structure were made through the hard work and donations of the citizens of the Raymond area and the building still serves its community. The Raymond School and Raymond Public Library were annexed by the Marysville School District in 1964, and the Raymond Public Library became the Raymond Branch of the Marysville Public Library.

In October of 2000 the Marysville Public Library system joined the Central Library Consortium, which provides access to over 1,000,000 items from Grandview Heights, Plain City, Fairfield County, Pickerington, Pickaway County and Wagnalls Memorial in Lithopolis. Also in 2000, the Board of Trustees engaged a consultant to evaluate library services at both locations. As a result of the recommendations from that consultancy, the Board reorganized the administration of the Library system with emphasis on leadership, vision and professional library services.

Since the reorganization, the Marysville Public Library Main and Raymond Branch have become even more important to and integrated with the community that they serve. The Library is a player in community development and planning, has grown partnerships with the schools, social service agencies, local business and industry and become a leading provider of adult education and support agency for family literacy. By all measures of library success, from circulation (increased more than 30% over the past three years) to program attendance to web access, the Marysville Public Library has described a steep arc upward toward realizing its place as a community center for learning, entertainment and quality cultural programs.

# **Our Mission**

The Marysville Public Library provides quality information resources and services to educate, entertain, enrich and strengthen our diverse community.

# **Our Vision**

The Marysville Public Library is a visionary leader, providing excellent services and technology to create a center that builds partnerships, inspires intellectual and cultural curiosity, and responds to the needs of our diverse community.

# Our Core Values

## **We offer free access and services.**

All residents of our community have a right to free, equitable, and convenient access to library resources. The library is a place of intellectual discovery, and should be inviting, comfortable, and safe. We are dedicated to providing a diverse collection that provides educational, cultural and entertainment resources for a multicultural, multigenerational community.

## **We support intellectual freedom.**

The Library supports freedom of speech and the right of residents to receive uncensored information. The Library is a forum for information and ideas in the community. The Library is dedicated to providing material for all ages and pursuits.

## **We provide a foundation for life-long learning.**

The Library is an essential source of knowledge, entertainment and enrichment for the community. The Library supports early reading readiness, formal and alternative education, and life-long learning.

## **We foster a climate of respect and trust.**

Mutual respect and trust are honored both internally and externally. Customers and staff are valued, supported, and respected.

## **We are customer focused.**

The Library strives to provide excellent customer service by a courteous, responsive, knowledgeable and cohesive staff.

## **We find strength in diversity.**

The Library reflects, supports, and celebrates the diversity of our community in its services, collections and staff.

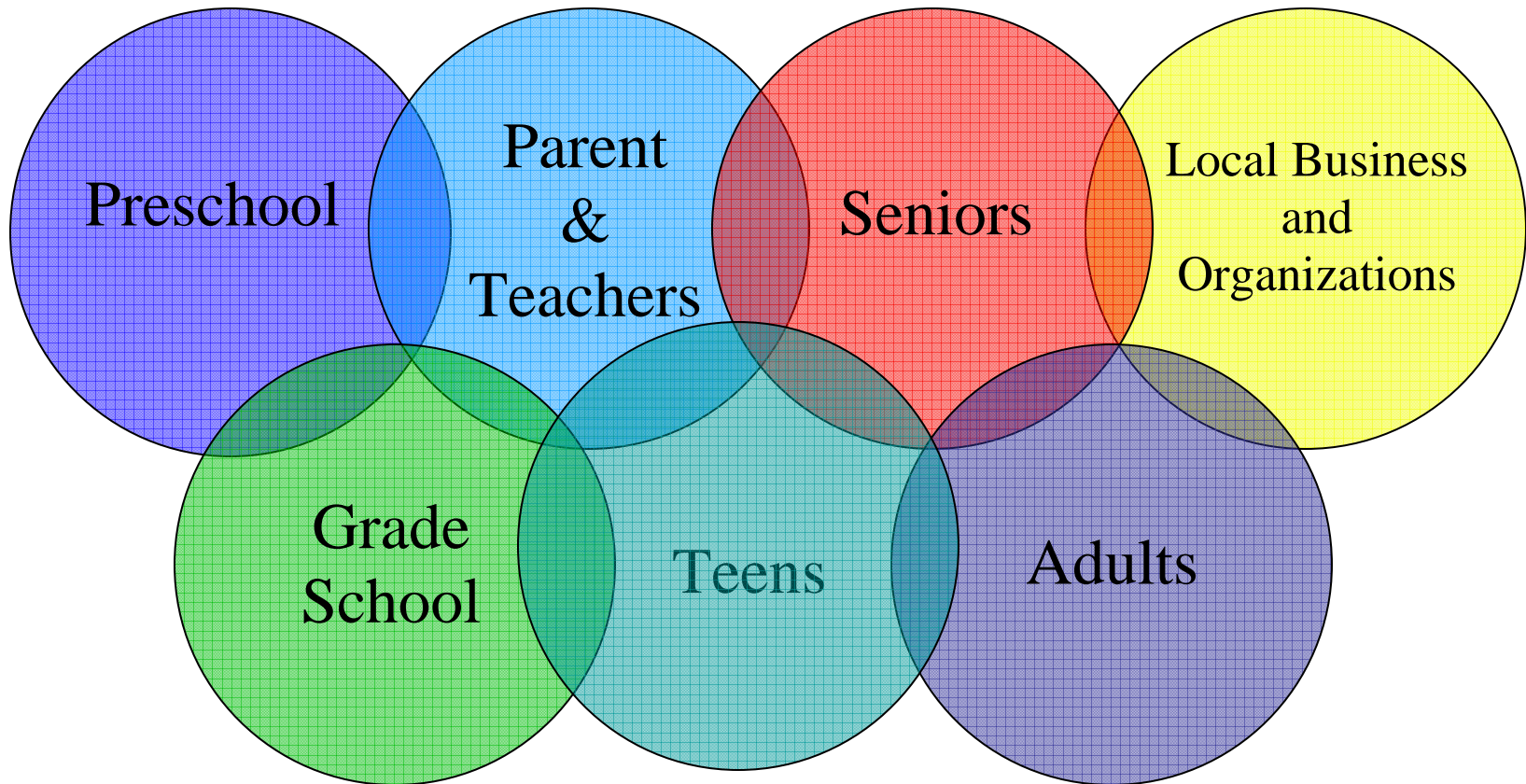
## **We form strong partnerships.**

The Library's resources, involvement, and leadership in the community are extended through partnerships with local businesses, institutions, organizations, and government agencies.

# Challenges

- Funding issues and state budget cuts that can affect operations and growth
- Increase demand for materials and services
- Growing community
- Challenges to intellectual freedom
- Inadequate space for resources and programs to meet the growing needs of the community
- Inefficient distribution and allocation of facilities within community
- Theft and vandalism of materials
- Community's lack of knowledge about the resources, services and programs

# Our Patrons



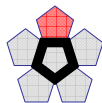
# **Our Focus is to Provide:**



# Strategic Goals



# Objectives



Goal #1 **Strengthen** our collections, programs and services

Objectives

Collection Strategy

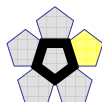
- 1.) Expand the depth and variety of the library's collection
- 2.) Provide materials in a variety of information formats
- 3.) Expand the quantity of materials the library has for high demand areas

Programming Strategy

- 1.) Provide an assortment of mission driven programming for a variety of different patron types
- 2.) Partner with other groups / agencies to improve the quality and reduce the cost of programs

Services Strategy

- 1.) Provide a mix of valuable services to our patrons in the most cost effective way



Goal #2 **Maximize** the use of our human resources (Staff, Board, Volunteers)

Objectives

Staff Development Strategy

- 1.) Attract and retain the best team members possible to fulfill our mission

Board Strategy

- 1.) Ensure high quality of the Library Board through recruitment, training and orientation, and self-evaluation

Volunteer Strategy

- 1.) Attract and retain the best volunteers possible to build a team



Goal #3 **Improve** our physical facilities, technical infrastructure, and overall efficiency

Objectives

Facility Strategy

- 1.) Complete needed renovation and repairs to the facilities in order to meet increase in demand for services
- 2.) Make sure that our facilities are welcoming, accessible and safe

Technology Strategy

- 1.) Evaluate emerging technologies which improve our customer service
- 2.) Support Library Automation Software (Horizon, HIP, Envisionware) upgrades
- 3.) Upgrade technical infrastructure in order to support growth and flexibility needs.

Efficiency Strategy

- 1.) Improve organization's efficiency to improve service and reduce costs



Goal #4 **Grow** our financial resources to support the long-term goals of the Library

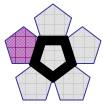
Objectives

Funding Strategy

- 1.) Proactively seek contributions to support the library and provide convenient and attractive methods for contributions to the Library
- 2.) Assist Friends in growing the endowment
- 3.) Actively seek out grant opportunities to support the programs and services of the library
- 4.) Pass Operating Levy in 2009

Partnership Strategy

- 1.) Attract and retain the best strategic partners possible to fulfill our mission



Goal #5 **Maintain** an active presence within the community

Objectives

Marketing Strategy

- 1.) Represent library interests in any and all appropriate forums in community
- 2.) Increase our role as information center of the community
- 3.) Educate and inform the public about the library