

Montgomery-Floyd Regional Library Strategic Plan

Updated to 2014-2017




MONTGOMERY - FLOYD
REGIONAL LIBRARY



One stop, unlimited possibilities



Montgomery-Floyd Regional Library
One stop, unlimited possibilities

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*I have always
imagined that
paradise will be
some kind of
library.*

*-Jorge Luis
Borges*



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Strategic Plan Updated to 2014-2017

*Thank you for a
 most important
 resource for
 our community.
 -Blacksburg Patron*



One stop, unlimited possibilities—that says it all. It describes our library and your experience when you visit. With this strategic plan, we are setting a road map to continue to be your one stop for information, entertainment and pleasant experiences. It is an ambitious plan that will allow library service in Montgomery and Floyd counties to flourish and grow.

The plan is the result of the combined efforts of members of the Board of Trustees, the Library Director, and staff and patrons, with assistance from the Center for Public Administration and Policy at Virginia Tech. We used surveys, focus groups and the Library of Virginia’s standards for Public Libraries (2009) as guides in developing our goals and objectives. An overarching goal is to become a solid “A” rated library on our way to a solid “AA” rating.

To see how we stack up against with our peer libraries around Virginia and country, we have included a chart comparing various statistics. We will update it annually to ensure we stay competitive.

We will regularly review the plan to re-assess priorities and adjust the goals and objectives as conditions change.

Highlights of the plan include:

- ▶ Writing a training manual for staff
- ▶ Providing for remote information services via instant messaging and online chat
- ▶ Planning for a new Blacksburg Library
- ▶ Implementing new technologies, such as RFID
- ▶ Planning for a renovation of the Christiansburg Library
- ▶ Creating an Outreach coordinator position to deliver services to remote locations

Comments and questions about our Strategic Plan are encouraged. Please write to me at 125 Shelton Street, Christiansburg, VA 24073 or email me at palston@mfrl.org.

Paula K. Alston, Library Director
 Montgomery-Floyd Regional Library
 June 15, 2011



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Library Board of Trustees

Library Board of Trustees 2014-2015



*The library is
free access to
literature & films.*

*A community
resource that
is invaluable.*

*-Christiansburg
Patron*



Front Row l to r: Ann Page, Cynthia Saunders, Darlene Richardson, Ginny Gardner-Secretary.
Back row l to r: Alison Armstrong-Vice Chair, Karen Drake, Larry Spencer, Margaret Christle-Chair, Natalie Cherbaka.

Approval of the 2011-2016 plan:
Montgomery-Floyd Regional Library Board of Trustees
June 15, 2011

June 15, 2011

Date

Michael Hemphill, Chair

Reviewed/revised on: 9/17/12; 9/18/13; 8/20/14.





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Mission Statement And Core Values

Mission Statement

To strengthen our community, the Montgomery-Floyd Regional Library provides individuals with access to information, experiences and ideas.

Core Values for Montgomery-Floyd Regional Library

- ▶ **Respect:**
Value the individual with equal consideration and courtesy
- ▶ **Accountability:**
Deliver on our commitments and responsibilities
- ▶ **Knowledge:**
Promote learning, satisfy curiosity and encourage ideas
- ▶ **Diversity:**
Provide a variety of viewpoints and free exchange of information
- ▶ **Service:**
Maintain a welcoming atmosphere with professional staff and quality standards
- ▶ **Teamwork:**
Build partnerships based on trust and collaboration



*One stop,
unlimited possibilities.*



The core values and service responses were adopted by the Library Board of Trustees on February 16, 2011



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Service Responses



▶ Stimulate Imagination: Reading, Viewing, and Listening for Pleasure

Residents who want materials to enhance their leisure time will find what they want when and where they want them and will have the help they need to make choices from among the options.

▶ Satisfy Curiosity: Lifelong Learning

Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

▶ Be an Informed Citizen: Local, National, and World Affairs

Residents will have the information they need to support and promote democracy, to fulfill their civic responsibilities at the local, state, and national levels, and to fully participate in community decision making.

▶ Connect to the Online World: Public Internet Access

Residents will have high-speed access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of the ever-growing resources and services available through the Internet.

▶ Visit a Comfortable Place: Physical and Virtual Spaces

Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking.





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Stimulate Imagination

Reading, Viewing, and Listening for Pleasure

Service Response

Residents who want materials to enhance their leisure time will find what they want, when and where they want them, and will have the help they need to make choices from among the options.



Goal 1:



MFRL will expand both in-house and remote deliveries of services to patrons of various ages and abilities.

OBJECTIVE 1: Provide services to users with disabilities who are unable to travel to the library. **Completed 9/2011**

OBJECTIVE 2: Provide staff with basic training to respond to patrons with special needs. **Completed 3/2012**

Goal 2:



Review, assess and develop the collection to offer diverse formats and materials of interest.

OBJECTIVE 1: Select staff will work with Director to accomplish collection analysis by determining which items are not circulating and uncovering areas for immediate collection development. **Ongoing effort**

OBJECTIVE 2: Evaluate the collection to determine strengths and weaknesses and allocate resources to address the identified weaknesses. **Ongoing effort**

OBJECTIVE 3: Analyze the collection regularly by reviewing data to target increased system circulation. **Ongoing effort**

OBJECTIVE 4: Determine the need for collections of downloadable and eBook material for teens and children. **Completed 1/2012**

OBJECTIVE 5: Evaluate and assess basic literacy, English as a Second Language (ESL) and foreign language needs of the community for future planning. **Completed 5/2013**

OBJECTIVE 6: Create an inventory schedule. **Completed 6/2013**

Goal 3:



MFRL will serve as a destination for community members through a variety of programs that entertain, inform and enlighten.

OBJECTIVE 1: Create teen and senior advisory groups to assist in the planning of services and programs targeted to their age groups. **Completed 10/2011**

OBJECTIVE 2: Create an outreach coordinator position to deliver remote services. **Reworded and completed 4/2014**

OBJECTIVE 3: Provide training to the public on databases by offering outreach and library programs. **Completed 5/2013**



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Satisfy Curiosity

Lifelong Learning

Service Response

Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.



Goal 1:

 **The library will provide a variety of online and in-house collection materials to meet patrons' needs and interests.**

OBJECTIVE 1: Create genre and reading lists which will be reviewed and revised yearly. **Completed 6/2012**

OBJECTIVE 2: Develop a preservation policy for the special collections. **Completed 6/2014.**

Goal 2:

 **To better serve the community, MFRL will invest in the ongoing training of library staff.**

OBJECTIVE 1: Create a written staff training manual that addresses orientation for new employees, training, and continuing education. **In Progress 6/2013**

OBJECTIVE 2: Implement staff training in assisting the public to use electronic material & resources and readers advisory. **Ongoing effort initiated 4/2012**

OBJECTIVE 3: Implement staff training of at least 16 hours annually of relevant learning such as on-the-job training, instructional staff meetings, workshops, or similar activities. **Completed 1/2012**

OBJECTIVE 4: Create a written procedure for recognizing longevity of employee service. **Completed 11/2011**

Goal 3:

 **Continually improve service delivery methods.**

OBJECTIVE 1: Research self-service holds and automated phone notification services. **Completed 5/2013**

OBJECTIVE 2: Provide remote information services through telephone, email, online chat, and texting. **In Progress 4/2014**



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Be an Informed Citizen

Local, National, and World Affairs

Service Response

Residents will have the information they need to support and promote democracy, to fulfill their civic responsibilities at the local, state, and national levels and to fully participate in community decision-making.



Goal 1:



The public will have opportunities to learn more about local, state, national, and international topics and issues.

- OBJECTIVE 1:** Plan sessions for the public to interact with local elected officials about issues and topics of interest to local communities. **Completed 2/2013**
- OBJECTIVE 2:** Conduct activities to celebrate the 225th anniversary of the U.S. Constitution on September 17, 2012. **Completed 9/2012**
- OBJECTIVE 3:** Organize public forums for members of the U.S. House and/or Senate (or their staffs), to interact with the public and to present issues and topics at the national level; to be recorded for the collection. **Eliminated as no longer practical.**
- OBJECTIVE 4:** Promote county and town meetings and activities through internal digital signs to be installed at each library. **Completed 4/2013**
- OBJECTIVE 5:** Provide opportunities to record interviews with family members about how local, state, national, and international issues affect their lives; recordings will be added to the collection. **In progress.**
- OBJECTIVE 6:** Plan forums for members of the Virginia House and Senate to interact with the public about issues and topics at the state level; to be recorded for the collection. **Eliminated as no longer practical.**
- OBJECTIVE 7:** Investigate hosting a forum to present selected international agencies and topics, with guest speakers to include local university and college professors, visiting experts, and online presenters.



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Connect to the Online World

Public Internet Access

Service Response

Residents will have high-speed access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of the ever-growing resources and services available through the Internet.



Goal 1:



Ensure our buildings are capable of allowing patrons easy, high speed access to digital world.

- OBJECTIVE 1:** Connect Meadowbrook Public Library to Fiber Optic Network. **Completed 7/2013**
- OBJECTIVE 2:** Increase number of power outlets for patron laptop and device use in our buildings. **Completed 4/2013**
- OBJECTIVE 3:** Enable network jacks in Floyd's coffee bar through isolated network. **Completed 4/2013**
- OBJECTIVE 4:** Reassess wireless network in each building to determine if it needs to be increased. **Completed 6/2013**

Goal 2:



Train patrons and staff to use resources and services available through the Internet.

- OBJECTIVE 1:** Create more in-depth computer classes for patrons. **Completed 11/2012**
- OBJECTIVE 2:** Initiate scheduled appointments for one-on-one computer assistance for patrons. **Completed 4/2013**
- OBJECTIVE 3:** Integrate database and research techniques into staff training manual. **Completed 6/2013**

Goal 3:



Update the website for improved navigation.

- OBJECTIVE 1:** Create a dedicated web staff position. **Completed 4/2013**
- OBJECTIVE 2:** Survey citizens for usability of website. **In Progress**
- OBJECTIVE 3:** Customize the online catalog for improved functionality. **Ongoing effort**
- OBJECTIVE 4:** Enhance web design elements and techniques as technology evolves. **Ongoing effort**
- OBJECTIVE 5:** Produce website pages for seniors, the Foundation, and the Friends of the Library. **Seniors page completed 12/2012; Foundation page completed 4/2014.**
- OBJECTIVE 6:** Investigate ways to improve the look and functionality of the online calendar. **Completed 11/2011**
- OBJECTIVE 7:** Investigate options for online payments of fines through the website. **Completed 3/2012**
- OBJECTIVE 8:** Plan for a major overhaul of the structure and format of the website.



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Connect to the Online World

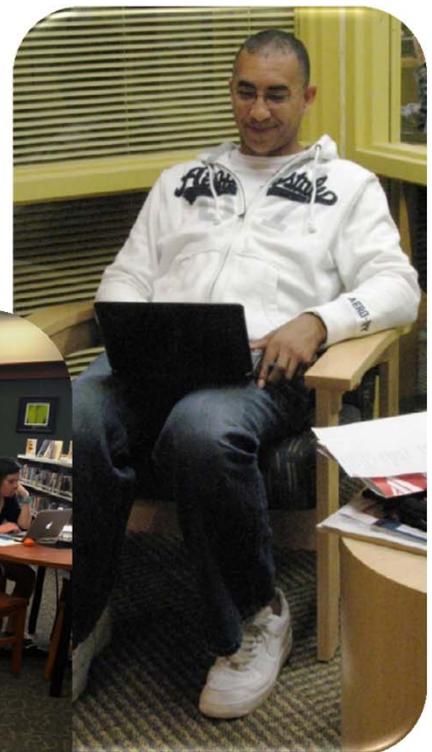
Public Internet Access

Goal 4:



Embrace emerging technology.

- OBJECTIVE 1:** Complete a review for alternates to traditional public computers, such as loaning iPads or net books. **Completed 8/2012**
- OBJECTIVE 2:** Promote existing touch screen self checkouts and consider install one in Floyd. **In Progress 6/2013**
- OBJECTIVE 3:** Research/complete cost analysis of implementing radio-frequency identification (RFID) or any equivalent technology for security, speed, and ease of transactions. **Completed 3/2013; more research completed 5/2014.**
- OBJECTIVE 4:** Investigate the use of interior electronic signs. **Completed 4/2013**
- OBJECTIVE 5:** Research the use of a library app for smart phones to provide 24/7 access to renewals, online catalog, databases. **Completed 9/2012**





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Visit a Comfortable Place

Physical and Virtual Spaces

Service Response

Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking.



Goal 1:



Libraries will provide safe and welcoming physical places.

- OBJECTIVE 1:** Create a reading garden in the Meadowbrook Library courtyard in partnership with the Meadowbrook Center.
- OBJECTIVE 2:** Develop plans in conjunction with local governments to plan for a new Blacksburg Library.
- OBJECTIVE 3:** Explore options for expanding parking at the Jessie Peterman Library. **Completed 1/2013**
- OBJECTIVE 4:** Plan for renovation and expansion of the Christiansburg Library to provide more space for collections, computers, and children's programs.
- OBJECTIVE 5:** Improve parking lot lights at the Christiansburg Library to provide a safer environment. **Completed 10/13**
- OBJECTIVE 6:** Provide books by mail or curbside delivery for handicapped persons. **Completed 5/2012**

Goal 2:



Libraries will have open and accessible virtual spaces that support networking.

- OBJECTIVE 1:** Digitize local newspapers such as the *Floyd Press* and make them accessible through the website. **Permission to digitize the Floyd Press was NOT granted 3/2013**
- OBJECTIVE 2:** Create a community page on the website to include oral histories, links to places such as local museums and historical societies, historical photo archives, and local events. **In progress**
- OBJECTIVE 3:** Create an e-library page on the website to encourage browsing and using downloadable materials. **Completed 4/2013**
- OBJECTIVE 4:** Develop the local content element of Overdrive to include local poets, oral histories, and other similar materials. **Eliminated as no longer practical.**



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Target Dates

Fiscal Year 2014-2015

- * Create a reading garden in the Meadowbrook library courtyard in partnership with the Meadowbrook Center

New for Fiscal Year 2014-2015

- Continue to evaluate and recreate spaces for flexibility and appeal within the confines of the current buildings
- Continue to expand the “little library” effort to more sites in the New River Valley
- Develop a designated teen area in the Blacksburg Library
- Create a public art collection within the library buildings and on the grounds
- Investigate the possibility of establishing small maker spaces
- Investigate ways to enhance the floor space and outdoor utility at Christiansburg Library
- Utilize new functionality of the updated SIRSI server to refresh the appearance and usability of the online catalog
- Explore connections with local agencies for in-house English instruction classes and English as a second language support for adults
- Expand existing reader’s advisory through additional services
- Strengthen library’s contribution to the education and well-being of Montgomery-Floyd youth through materials, electronic resources, hands-on activities and outreach
- Promote local and national resources for the blind and visually impaired and physically and sensory disabled
- Promote the library as a comprehensive and current resource for practical information on life challenges such as parenting, personal finances, health and aging
- Continue scanning genealogy and history collections for digital preservation and website availability and encourage patrons to share family photos and histories with the library
- Promote early literacy and Every Child Ready to Read core principles and standards through programming for children from birth to age 5
- Increase the number of indoor and outdoor events through donated performances and Friends of the Library funding
- Continue to highlight local artists through short term displays of their work
- Expand services to local nursing homes and assisted living facilities



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Target Dates

Fiscal Year 2015-2016

- * Plan for a major overhaul of the structure and format of the website

Fiscal Year 2016-2017

- * Develop plans in conjunction with local governments, to plan for a new Blacksburg Library
- * Plan for renovation and expansion of the Christiansburg Library to provide more space for collections, computers, and children's programs



Story Walk - April 2014

Management Staff & A Word of Thanks

Library Management Staff:

Paula Alston, Library Director
Ruthie Bellman, Senior Program Assistant
Chris Elledge, Systems Administrator
Pamela Hale, Christiansburg Library Supervisor
Cindy Minnick, Meadowbrook Library Supervisor
Sarah Pahl, Youth Services Manager
Vicki Reedy, Acquisition Manager
June Sayers, Business Manager
Elizabeth Sensabaugh, Blacksburg Library Supervisor
Linda Spivey, Program Coordinator
Cathy Whitten, Jessie Peterman Library Supervisor

Many thanks to Dr. Brian J. Cook and doctoral student Michael Stewart Keeney for their guidance, encouragement and their willingness to take us on as the class project for their Policy Design class in the spring of 2011.

Virginia Tech students from PAPA 6224 (Policy Design) participating in the MFRL Project:

Kim Avis	Anthony Lizan
Alex Chapple	Peter Mattson
Claire Cohen	Lydia Miller
Nicole Engel	Todd Meredith
Jonathan Hedrick	Alexander Rawles
Greg Kelly	Toi Wilson
Gook Jin Kim	