

MONTGOMERY COUNTY PUBLIC LIBRARIES
Strategic Plan 2007-2012*

MCPL 2007-2012 Strategic Goals

Goal 1: Readiness for the Future

Goal 2: Enhanced Technology and Innovation

Goal 3: Marketing/Outreach/Community Awareness

Goal 4: Continuous Organization Development

Goal 1: Readiness for the Future - MCPL will thrive well into the 21st century by continuing to be relevant to our residents and business partners.

- A. Explore and implement innovative services and programs to better meet the needs of our customers and staff.
- B. Make the collections responsive to the diverse needs of the communities through an MCPL Collections Plan.
- C. Collaborate and partner with education and learning institutions to leverage public funds.
- D. Be an active participant in regional, state and national programming, materials and resource collaborations.
- E. Ensure libraries remain a source of pride to Montgomery County residents and to the people who work in them.
- F. Seek diversified funding sources for library programs, projects and resources.
- G. Support the advocacy and stewardship of the Library Board and Friends of the Library.

Goal 2: Enhanced Technology and Innovation - MCPL will expand and improve the use of technology and planning.

- A. Upgrade, expand, and maintain the Department's core technology infrastructure for both customers and staff.
- B. Strengthen the library's services to our customers and staff through the Technology Plan.

Goal 3: Marketing/Outreach/Community Awareness - MCPL will expand its presence in its communities beyond the walls of the physical buildings and grow beyond MCPL's current customers.

- A. Increase awareness of what our libraries offer our customers through the four components of MCPL's Marketing Plan.
- B. Library services and programs will be responsive to the diverse needs of the communities.
- C. Implement "Plain Language" standards in all internal and external communications to ensure clarity for the reader.
- D. Increase access by adding service hours.

Goal 4: Continuous Organizational Development - MCPL will maximize the effectiveness of its most important resource – the people within the organization – by being flexible, responsive and sustainable.

- A. Ensure that MCPL policies and procedures support and assist the customer and staff's use of the Library's services and programs.
- B. Continue to strengthen the Department's Data and Benchmarking Program.
- C. Create an environment that encourages respect for all staff and administration while providing opportunities to learn, grow and celebrate success.
- D. Provide accessible and relevant training opportunities to staff that allow them to meet and exceed customer expectations.
- E. Enhance and sustain One System – 21 Branches by improving key areas of the organization's structure.