

Marion Public Library
Strategic Plan, FY 2013-FY2016
Summary
(Adopted June 10, 2013)
(Revised February 2016)

Vision, Mission, Primary Service Roles Statement

Vision

The Marion Public Library is a leader in building and sustaining Marion as a creative city that attracts and nurtures talented people, mobilizes ideas, stimulates innovation, and encourages diversity. The library is a center of cultural vitality and participation that enhances the quality of life for all Marion residents.

Mission

The Marion Public Library promotes cultural engagement, lifelong learning, and personal development for audiences of all backgrounds and ages by providing collections and services that educate, inform, enrich, and entertain. The Library supports community engagement and serves as a public commons where Marion's residents connect and share ideas. It is dedicated to the principles of professional service, equal opportunity, and intellectual freedom.

Primary Service Roles

The primary service roles of the Marion Public Library identify goals and strategies that are essential to its mission and define its four enduring and fundamental purposes. Taken together they describe the routine work of the library. The roles are not age specific. They describe ends to be achieved for users of all ages.

1. Access to Popular Culture
2. Access to Useful Information
3. Cognitive, Cultural, and Social Development
4. Community Information Commons

(Black = To Be Done; Blue = Accomplished/ongoing-repeating; Green = New)

Service Goals and Strategies FY 2013-FY 2016

Goal 1

Develop family oriented children's services based on contemporary best practices and with an emphasis on early literacy that engage children and parents/caregivers to ensure a fun and useful experience.

Key Outcome: Early literacy development ensuring that kids continue reading through their move from children to tween status and keep kids and parents sharing literary and cultural experiences.

Goal 2

Enhance the relevancy of the Library to Marion's young adults and create an identity for the Library as a safe cultural and physical place in which young adults have ownership. Be a place where young adults can freely explore themselves and the world they live in.

Key outcome: Expand young adult user base and increase young adult investment in the Library as place they can go for access to popular culture, useful information and personal growth.

Goal 3

*Deploy and integrate new and existing digital and e-resources into Library collections and routines and enhance the Library's identity as **a center of cultural vitality and participation** and as the place to go for e-material, 24/7.*

*Key outcome: **Integration of digital resources into routine library service and easier patron access to and use of digital resource and enhanced self-service.***

Goal 4

Develop and provide an adult material collection tuned to community needs and demands; adapt to space constraints and ensure convenience, accessibility and responsiveness to actual use and anticipated demand of conventional and new media formats.

Key Outcome: Creation of a high demand collection, above norm circulation and turnover rates.

Goal 5

Establish an identity for the Marion Public Library as an adult cultural/community center, third place, and public forum that generates participation and community engagement.

Key outcomes: Shared experience and social capital; adult info/tech self-sufficiency

Goal 6

Enhance and streamline access and circulation services

Key Outcome: Easy, user friendly, convenient patron access services experience

Goal 7

Lead and support the delivery of technology resources needed to advance and achieve MPL service goals 1- 6 listed above.

Key Outcome: A Robust information technology infrastructure capable of supporting 21st century library services.

Organizational Goals FY2013-FY2016

Goals 1 and 2 Accomplished

Goal 3

Develop a revised asset replacement plan/schedule.

Key Outcome: Identify technology, equipment, and building infrastructure that must be replaced between now and the beginning of the renovation and expansion projects, currently anticipated in early 2015.

Goal 4

Develop and realize a vision of a renovated and expanded library facility; build a new library.

Key Outcome: A new library facility that reflects changing needs and practices and that can effectively serve the citizens of Marion for at least 30 years.

Goal 5

Strengthen the identity of the Friends/Foundation as single support organization for the Library; develop and enhance their partnership. Develop their advocacy and fund raising effectiveness.

Key Outcome: The Friends and Foundation will become more effective advocates and fund raisers for the library

Goal 6

Establish effective communication and planning relationships with Cedar Rapids and Hiawatha Public and Linn County Libraries

Key Outcome: A stronger Metro Library Network identity and better coordination and integration of shared organization development and technology. Higher per capita support for rural services from Linn County.