



2023-2024-2025 MPL Strategic Plan

Library's Goal

Our 2023-2025 Strategy reflects the critical role we play in our community:

- We provide free and open access to information and experiences.
- We encourage exploration and nurture learning.
- We create respectful, safe and welcoming spaces.
- We share pride and purpose.
- We value creativity and resourcefulness.
- We broaden the perception of what a library can be.

Library's History

We Are Mooresville Public Library

For nearly 120 years, Mooresville Public Library has shaped the Town of Mooresville, from preservation to innovation, and it has been a beacon in our community; a place of wonder, discovery and community. MPL welcomes more than 45,000 visitors every year. Our role is deeply rooted in our community as a trusted source serving our patrons as they learn, play, develop skills and explore their interests as we strengthen our community.

Mission: We invite and encourage all people to explore the opportunities for the enjoyment of reading and pursuit of lifelong learning. Our mission is to provide equal access to information, ideas, and knowledge through books, music, programs, technology and other resources. We believe in the FREEDOM to READ, to LEARN, to DISCOVER.

Vision: Mooresville is a town with people who seek knowledge, exploration, access to the world in which they live, and rely on the Mooresville Public Library as the trusted source of information, enrichment and opportunity for a better quality of life.

Directive:

What? We provide FREE and OPEN access to information and a welcoming experience. We encourage exploration of independent interest and nurture continuous learning. We respect others while offering safe and welcoming spaces.

How? We share pride in our community. We encourage creativity and resourcefulness. We continue to broaden the perceptive of what Mooresville Public Library can be and does for our community.

Why? MPL understands that a town where people are equipped, engaged and inspired to learn and explores adds to the quality of life for its residents. We strive to earn the reputation to Mooresvillians to be a reliable, trusted source of factual information, to offer materials of enrichment and to provide opportunities.

The purpose of the MPL Strategic Plan is to ensure that our vision and strategy truly reflects the community and the people we serve. We will invite and engage staff, patrons, leaders and partners across our community to provide candid feedback to guide and frame the direction of the next phase of our work, services, programming and commitment to our community. We will evaluate trends in technology as well as education to better understand the broader landscape and society in which we currently live, post pandemic. The purpose is to plan the next chapter and build enthusiasm about the future of the Mooresville Public Library. The final strategic plan shall define a clear direction and shared vision to build upon Mooresville Public Library's ongoing commitment to service and excellence.

Reviewed: June 2023

OBJECTIVES

Key Result Area: SERVICE

Objectives:

- Streamline internal processes to allow ease of access for Library users
- Establish and implement staff and volunteer training for patron interactions and customer service
- More fully welcome new Library cardholders

Key Result Area: AWARENESS

Objectives:

- Craft strategic messages to send out on a scheduled basis, based on audience
- Evaluate and update current signage and other wayfinding material
- Train staff, volunteers and trustees on how to more effectively market the Library through diverse mediums.

Key Result Area: OUTREACH

Objectives:

- Create partnerships with local businesses and organizations
- Library staff and trustees attend Chamber of Commerce and community events alongside the Library Director
- Expand services for seniors and long-term care facilities, daycares, Senior Center; expand our public school outreach programming.

Key Result Area: INCLUSION

Objectives:

- Greet Library users warmly and call people by name
- Incentivize our loyal users and those who attend Library events
- Encourage and engage the Friends group and host a membership drive
- Encourage people to tell THEIR stories of their Library experiences

Key Result Area: ENRICHMENT

Objectives:

- Ensure the Library has a broad range of materials available to fulfill most user's needs, share library resources when appropriate with patrons
- Create several informational/ marketing campaigns about Library offerings and resources
- Continue to offer enhanced virtual programming, and when COVID is less of a concern bring back live programming with a renewed focus

THIS IS MPL!

This is our **COMMITMENT:**

We shall provide FREE and Open Access to information and experiences through equitably and inclusively to all.

Goals:

1. Ensure library materials, programs, technology and services are available, relevant and welcoming to ALL!
2. Create and maintain digital resources and diverse collections via multimedia.
3. Enhance training opportunities to provide a greater confidence and skills for staff and patrons' capacity to use technology and other resources
4. Hire and support current staff that are invested in and represent the diversity of our community and beyond.

Outcome: Success measured by more patron participation and engagement, through collection of feedback, attendance, surveys about services received, data and statistics; have we reduced barriers to access information.

This is our **VALUE:**

We shall develop diverse collections, design programs and stimulate staff to encourage exploration and nurturing learning.

Goals:

1. Expand library collections to reflect the varied interest and needs of our patrons
2. Inspire learning with advance skill training to all library staff in order to design meaningful programming and encourage our patrons to explore their interests.
3. Promote authentic, equity, diversity and inclusive principles to balance our programming and events.

Outcome: Success measured by expanding diversity through annual collection development plan, weeding, relevancy, and data. Programming and events aligned with our learning and educational objectives and increased participation by our patrons. Compliment the public school curriculum, be an extension for our students and their families.

This is our **RESPONSIBILITIES:**

We create safe, respectful and welcoming spaces that encourage personal growth while connecting with our community through partnerships to expand our patron's knowledge of the resources available in our community.

Goals:

1. Collaboratively work to maintain an inviting, flexible, accommodating and accessible facility in our town.
2. Promote and provide consistent safety and security protocols in collaboration with local town agencies, like Fire and Police departments.
3. Welcome our community businesses and organization to use our spaces.

Outcome: Success means establishing and maintaining standards/policies to our spaces with a focus of accessibility and to be welcoming and accommodating through increased usage of the spaces. Actively seek events to be host, such as Farmer's Market, Neighborhood Association meeting, Little League groups. Having a comprehensive security and safety plan to ensure all staff and visitors are in the safest possible public space.

This is what **DRIVES** us:

We share community PRIDE and a purpose to improve the opportunities for Mooresvillians to improve and strengthen their lives and our community.

Goals:

1. Deliver a positive patron experience from the initial contact with our patron, via telephone, email, social media, visiting our facility or during outreach.
2. Nurture a positive and supportive working culture within the team that is reflected to our patrons. Cultivate a "We strive to serve each patron with respect and the best MPL experience"; to provide the team with a shared satisfaction of the positive impact each team members offers.
3. Show a high level of trust and respect that has been earned from the public perception of our value.

Outcome: Success means a healthy culture of best practices shared by peers and relationships that complement one another. Demonstrate our outcomes annually through social media, flyers, press releases, and an update on our Strategic Plan.

This is what **CHALLENGES** us:

We shall determine how to provide opportunities for creativity and resourcefulness in serving our patrons and community effectively and responsively.

Goals:

1. Continue to evaluate library priorities, through strengthening core operations, open communication with team, encouraging staff feedback and new ideas.
2. Empower the staff by inviting them to serve on committees or attend events representing the library
3. Cultivate and strengthen local partnerships to demonstrate the power of collaboration

Outcome: Success means identifying new and improved processes, streamlining or strengthening library operations. Recognize and celebrate team achievements. Increased leadership and empowerment of staff, identified through annual evaluations.

This is what **DISTINGUISHES** us:

We shall demonstrate the unique services and the library's role and value to the Town of Mooresville and Brown Township as well as our E.I. cardholders and partners.

Goals:

1. Push our limits, exceed our patron's expectations and experiences by continuing to build the level of trust and reliable services.
2. Investigate how to make MPL even better, through programming, spaces, improving the patron experience.
3. Encourage our team to continue to explore learning opportunities and support them

Outcome: Success means providing consistent customer service culture that produces positive feedback. New staff-driven ideas that are implemented and a professionally growing team that participated beyond the normal job description, demonstrating their contributions and achievements.

Commitment Letter from Director:

Dear Friends,

The Mooresville Public Library has a deep sense of prided roots dating back over a century. This rich history of service continues to shape how we interact with patrons and communities every day. Today's library thrives because library staff listens to and partners with our communities to design services and programs that resonate with individuals and families.

Our strategy development process gives/gave us the opportunity to reflect on and celebrate our past accomplishments as we laid the foundation for a strategy that builds on our success and shapes the future of MPL. We gathered feedback from staff and partners and from our patrons about what they were proud of, what they wanted to improve and most importantly, what matters most for the future of our library.

The strategy that emerged reflects the hard work and dedication of our staff, partners and patrons, and the pride we feel in serving our communities in a unique and important way. We are proud of all we have accomplished and look forward to the next chapter of our journey as we build on what we do well and thoughtfully explore new ways to serve our hometown and its residents.

Sincerely,
Diane Huerkamp, MLS

Executive Director

NOTES: