



# MARVIN MEMORIAL LIBRARY

## STRATEGIC PLAN 2017-2020

Approved by the Board of Trustees on August 28, 2017

*Prepared by the Northeast Ohio Regional Library System*



## Introduction

In March 2017 the Marvin Memorial Library began a Strategic Planning process to plan for the future of the organization. The library gathered input from the community through a survey which could be accessed online or in print and through the facilitation of three different community stakeholder focus groups. One of the focus groups was comprised exclusively of teens. In addition, staff input was gathered via an online survey.

The community survey focused questions on broad themes regarding the quality of life in the community and the role of the library within the community. The same questions were used to facilitate all three of the focus groups.

In general, respondents were pleased with life in their community and expressed a very positive view of the library. Throughout there was mention made of a desire to have more activities in the community in which teens and families were able to engage. In addition, people were very interested in maintaining the small town feeling of the community, as this was expressed as a favorable factor in their reasons for living in the community.

As far as the library itself, respondents wanted better communication of activities and resources and a well maintained website. There was also mention of the lack of home computers, home internet and Wi-Fi access and the attendant need for more computers and Wi-Fi access in the library. Additionally, there was the desire for a safe, welcoming space which recognizes the growing diversity of the community. Respondents also requested more quiet spaces in the library. Appreciation for the high quality and friendly customer service provided by the staff was mentioned repeatedly.

The staff survey asked different questions focusing on why people work and what makes a healthy and innovative work environment.

The information acquired from the surveys and focus groups was shared with the Director and the Board of Trustees. During a half-day retreat in June 2017 the Board of Trustees utilized the knowledge in the context of a SWOTA (Strengths, Weaknesses, Opportunities, Threats and Aspirations) analysis which was essential to the formulation of the four subsequent strategic priorities. The Board of Trustees retreat also yielded a shared set of values and a stated vision and mission statement.

Following the Board of Trustees meeting, library employees met for a four hour retreat to look at the strategic priorities and to consider these priorities through five library-specific perspectives, thus resulting in strategies. The information from that retreat was compiled and used by the staff to create the action steps indicated in this plan.

The themes from the surveys and focus groups are carried throughout the plan and are supported by strategies and actions that propel the library into the future. We affirm the library in the heart of the community. We strengthen our community with responsive programs and collections. We provide excellent service and promote financial sustainability.

## OUR VALUES

Service

Community

Security

Excitement

Innovation

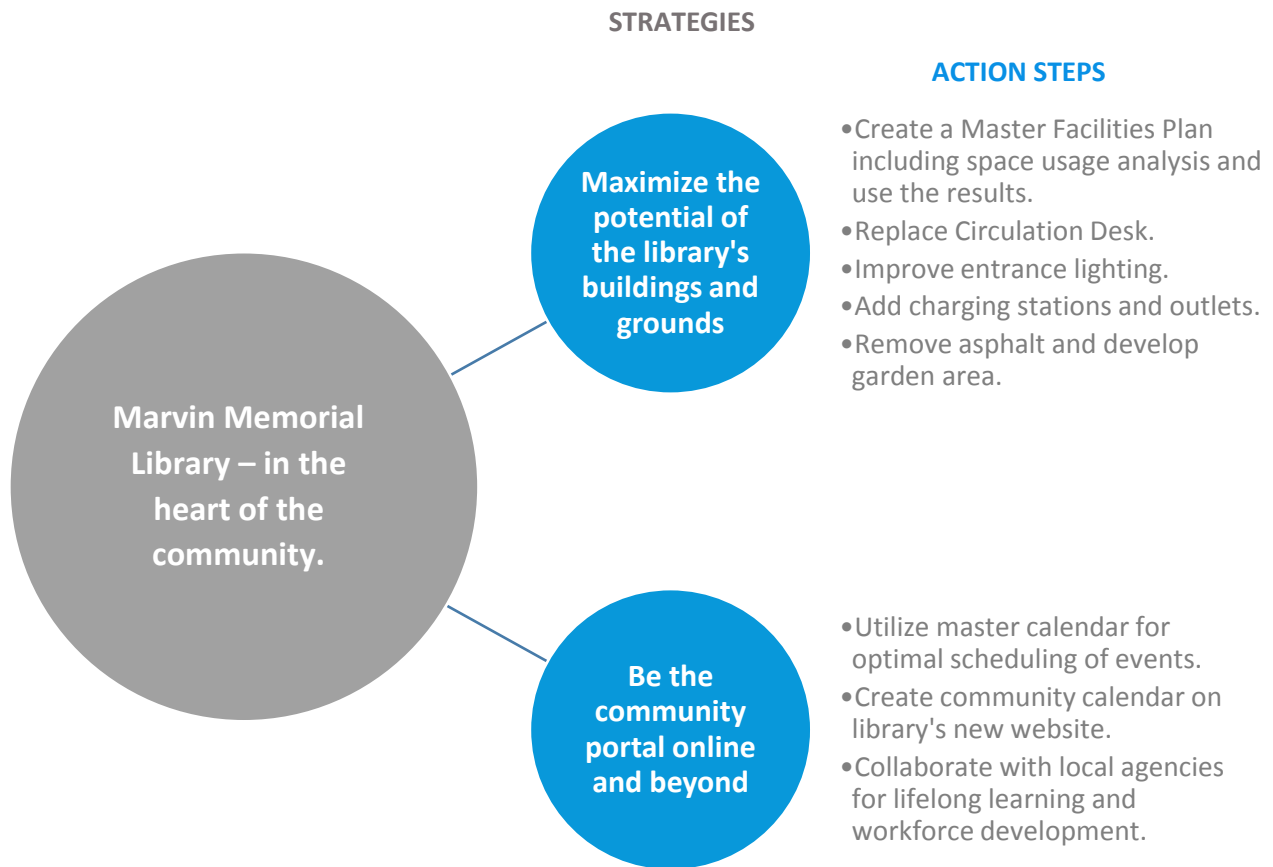
## OUR VISION

To be the intellectual, educational, cultural, and recreational heart of the community.

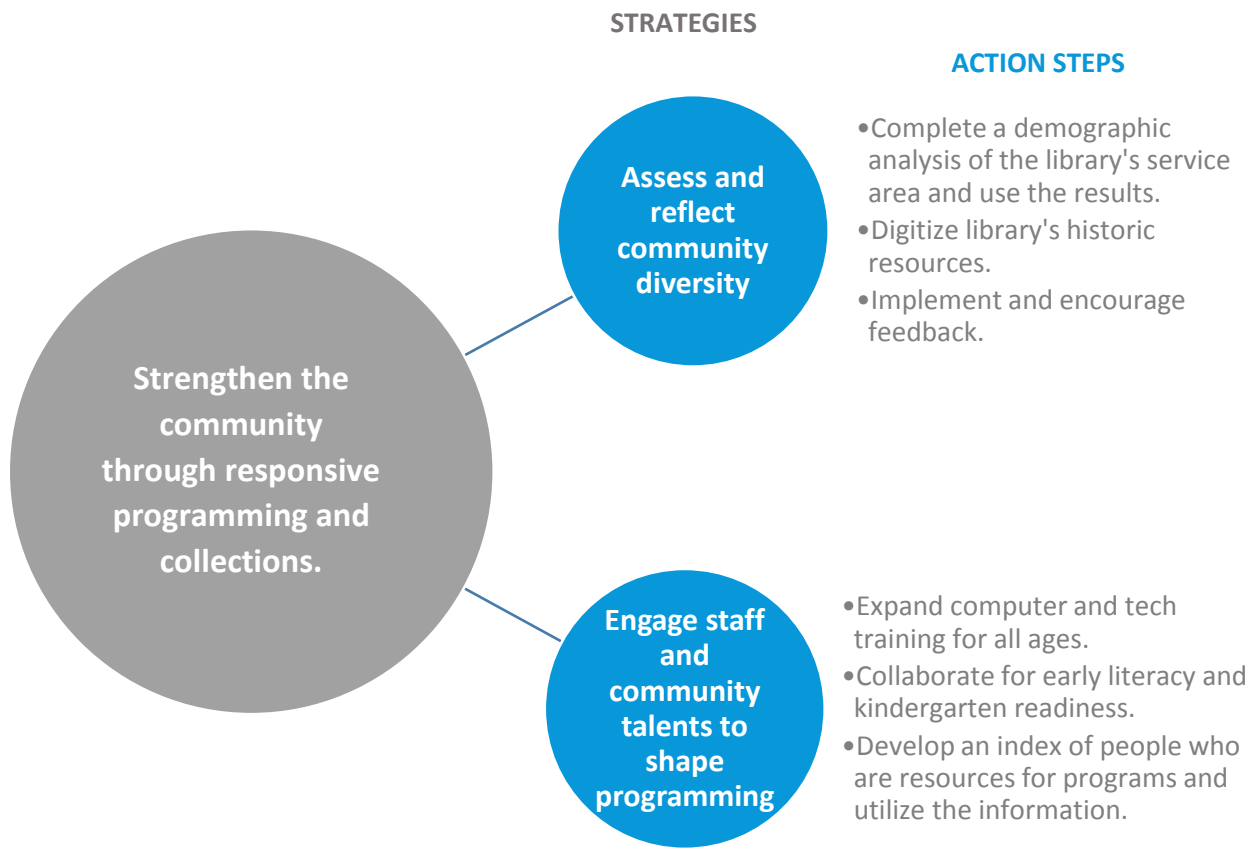
## OUR MISSION

To offer high-quality, relevant and innovative programs and services that strengthen the community and enrich the lives of all who live here.

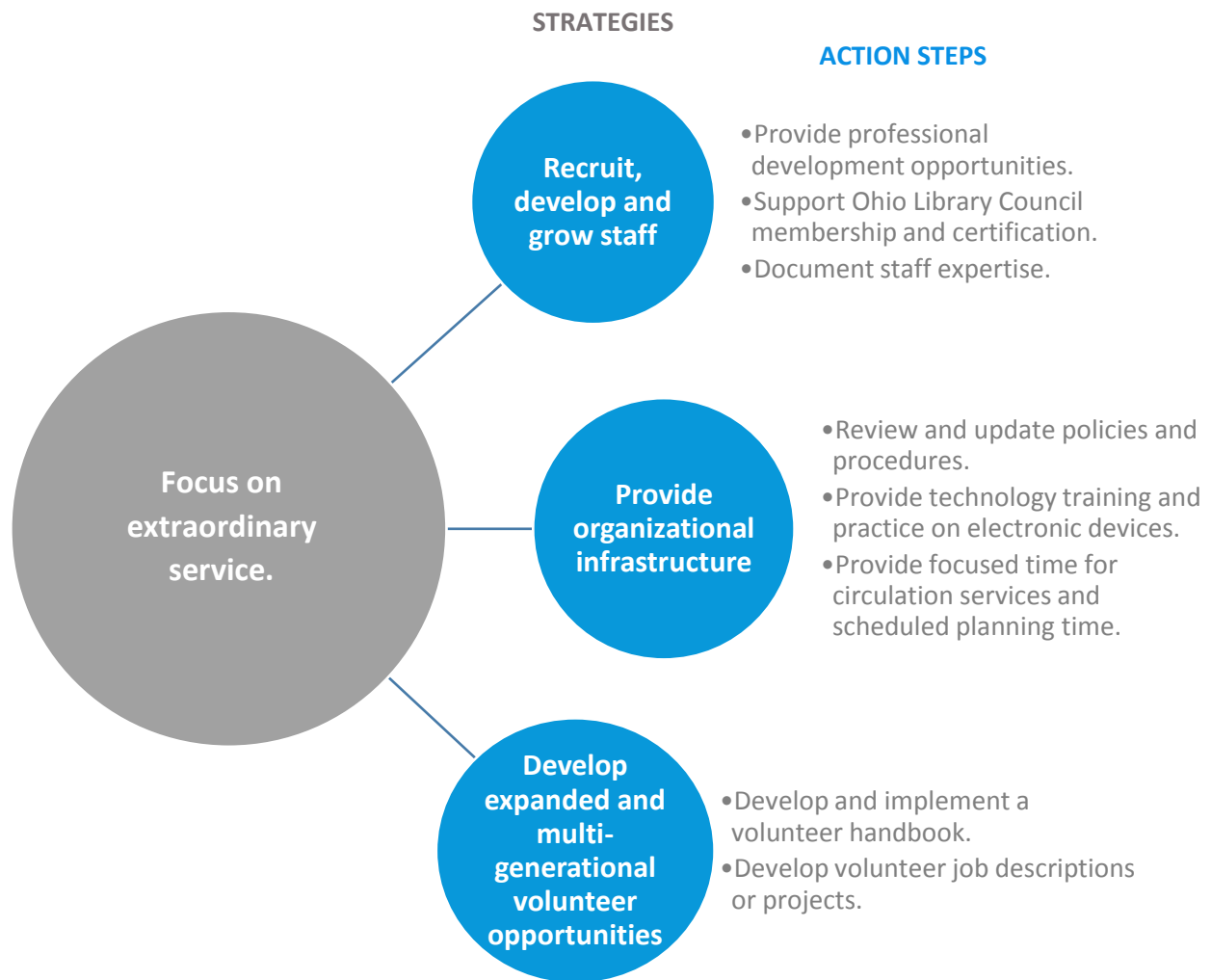
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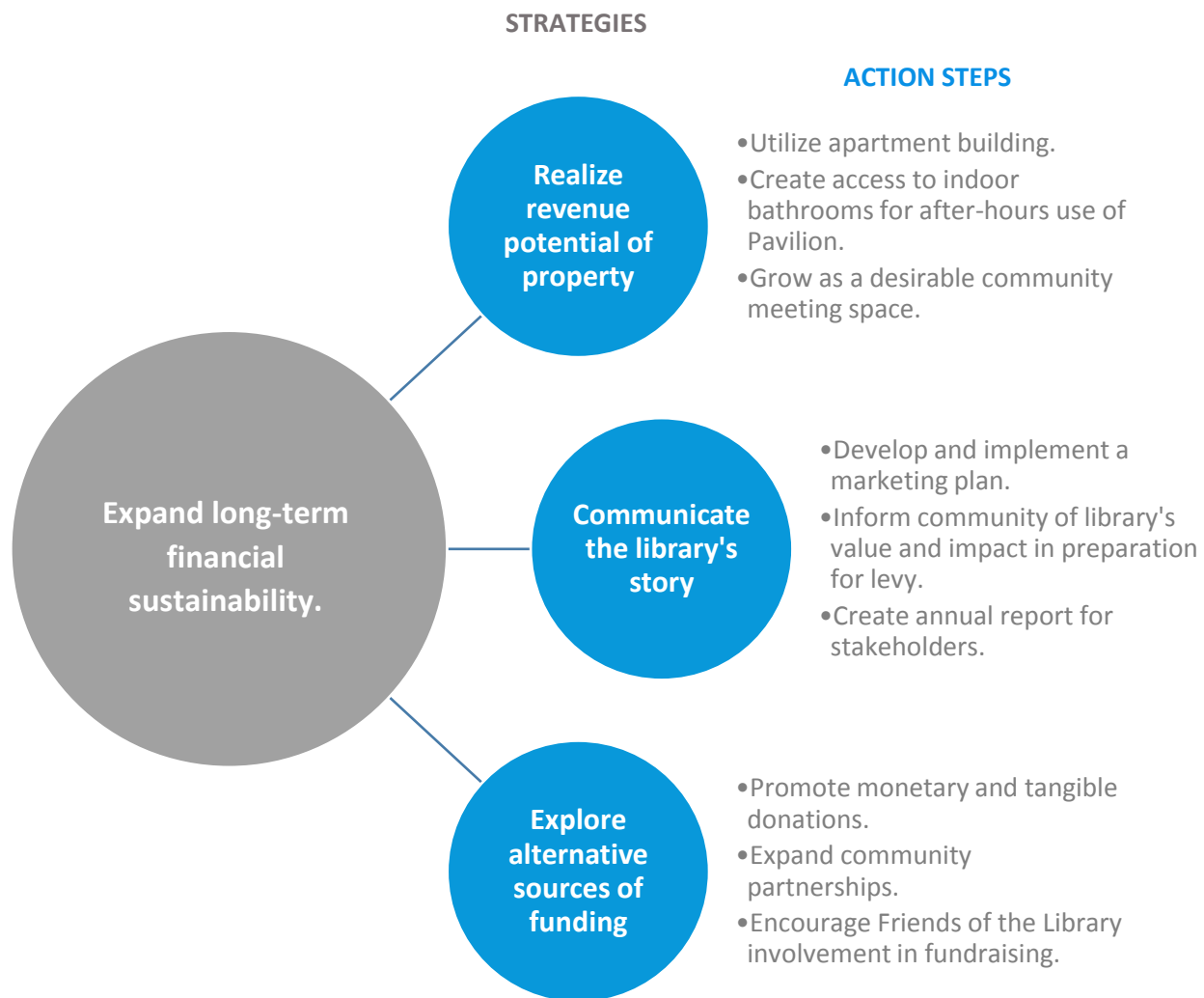
## STRATEGIC PRIORITY 1



## STRATEGIC PRIORITY 2



### STRATEGIC PRIORITY 3



## STRATEGIC PRIORITY 4