


**Montgomery-Floyd Regional Library
Strategic Plan 2019-2024
2024 APPENDIX A**

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1. Deliver, assess and expand programming and other resources for persons with developmental, cognitive and intellectual disabilities.

BENEFITS

- Provides access to library services to a traditionally-underserved population
- Creates connections with agencies that serve this population
- Fulfills requirements of 2023 Libraries Transforming Communities Grant

POPULATION SERVED

- Persons with developmental, cognitive and intellectual disabilities and their families
- Agencies and others who provide care for this population

OUTCOMES

- Add sensory kits and memory kits to each branch
- Deliver sensory programming such as Sensory Museum and Silent Disco at each branch
- Deliver Tovertafel based programming and fulfill terms of the LTC grant
- Build connections with not-for-profit organizations as well as informal groups that serve and support DCID populations

MEASURES

- Sensory kits available at each branch
- At least one sensory program at Christiansburg and Blacksburg per quarter
- At least two sensory programs at Meadowbrook and Floyd this fiscal year
- Monthly Tovertafel opportunities at Meadowbrook and Floyd
- Awareness and demonstration of Tovertafel capability to at least 6 six community partner organizations

TIMELINE

- Sensory kits and Memory kits available at each branch by January 1
- At least one sensory program at Christiansburg and Blacksburg per quarter beginning Oct-Dec 2023
- At least two sensory programs at Meadowbrook and Floyd this fiscal year, beginning no later than February 2024.
- Monthly Tovertafel opportunities at Meadowbrook and Floyd beginning when Tovertafel is delivered, installed and configured
- Awareness and demonstration of Tovertafel capability to at least 6 six community partner organizations before May 1, 2024

MAJOR GOAL: OVERCOME BARRIERS, BUILD CONNECTIONS

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2. Continue development and implementation of ongoing processes for cybersecurity analysis and planning to address the five key NIST Cybersecurity Framework functions: Identify, Protect, Detect, Respond and Recover.

BENEFITS

- Protects patron and library data
- Mitigates and manages risks to library operations and library budget
- Prevents and minimizes service interruptions across systems
- Saves labor, time and cost in recovery after attack

POPULATION SERVED

- All library users
- Library staff
- Municipalities and agencies with which MFRL interoperates

OUTCOMES

- Documented listing of MFRL mission-critical activities, and the systems required to perform them 📄
- Methods and guidelines that will protect against and detect cybersecurity events 📄
- Training for all levels of employees in print and online formats
- Response plan for events 📄
- Recovery plan for events 📄

MEASURES

- Protections, backup systems, and redundancies reviewed to ensure function as needed
- Survey of staff and informal feedback to determine effectiveness of training and procedures

TIMELINE

- Hardware inventory (refine and review) - December
- Protection and Recovery method review - December
- Non-IT staff needs conversations - January
- Production of staff best-practices material - February

MAJOR GOAL: LEAD WITH TECHNOLOGY

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3. Deliver scheduled capital project for Blacksburg Library.

BENEFITS

- Provides a traffic-safe, appealing and flexible platform for extending the full range of services to the Blacksburg community in an outside setting.
- Leverages a currently underused portion of the Blacksburg Library property.
- Increases potential cooperation with Blacksburg Town and with other Blacksburg community organizations.
- Fulfills commitment to project as described in Montgomery Capital Plan.

POPULATION SERVED

- Patrons of Blacksburg Library
- Community partners in Blacksburg
- Town of Blacksburg

OUTCOMES

- Completion of outdoor space improvement at Blacksburg Library.
- Grand opening event
- Planning for regular programming use of space

MEASURES

- Provide 24-hour weekday response to any inquiries for information or approval from Montgomery County General Services, architectural firm, or prime contractors during project
- Provide monthly updates to BOT during project
- Provide weekly updates via website/social media to public once construction phase begins
- Plan and deliver grand opening event within 30 days of Final Completion

TIMELINE (dependent on Colley Architects Project Timeline)

- Currently: Bidding and Construction Phase to begin October 2023
- CURRENTLY: Substantial completion by March 15, 2024
- CURRENTLY: Final completion by April 15, 2024
- CURRENTLY: Grand opening by May 15, 2024

MAJOR GOAL: DEVELOP SPACES

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4. Improve findability of physical and electronic resources for users through up-to-date and user-centered strategies for signage and display, search, labeling and complimentary tools.

BENEFITS

- Improves patron access to information
- Enhances experience(s) of browsing and searching
- Increases the exposure of resources to those who may use them

POPULATION SERVED

- Library users of all ages, particularly those who search by browsing

OUTCOMES

- Create an interface online for picture books that reflects neighborhood organization
- Deploy magazine browser stations to leverage availability of Overdrive magazine collection
- Develop at least one pilot for end-of-aisle subject guidance (EOASG) for adult non-fiction
- Determine the feasibility of adding Accelerated Reader and read-alike information to catalog records and add if possible.
- Gather other approaches from staff and research, and evaluate them for usefulness, cost, and capacity to implement

MEASURES

- Track usage of picture book neighborhood interface on library online catalog
- Track usage of magazine browser stations at all branches and develop survey to gather reactions
- Develop survey to gather patron use and reaction of end-of-aisle subject guidance pilot

TIMELINE

- Deployment of picture book neighborhood interface by October 1
- Deployment of magazine browser stations by December 1
- Develop and review end-of-aisle subject guidance (EOASG) pilot by January 1
- Implement EOASG pilot by February 1
- Determine catalog enhancement feasibility by December 1
- Gather and review additional approaches by January 15

MAJOR GOAL: ENLIGHTEN, OVERCOME BARRIERS, DEVELOP SPACES

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5. Strengthen automated and clerical methods for gathering and assessing Key Performance Indicators (KPI) and customer experience satisfaction (CX) among patrons.

BENEFITS

- Increase knowledge of how we satisfy and fail to satisfy library users
- Enhance capacity to share library performance measures, both numerical and CX
- Increase efficiency

POPULATION SERVED

- Library management, Board of Trustees and Library
- All library users who are interested in how effective MFRL is at meeting the community's needs
- Montgomery and Floyd County governments
- Area media representatives

OUTCOMES

- Automate creation of performance charts included in Board Report
- Develop and implement develop formatting for turnkey use in multiple reporting channels
- Extend Happy or Not feedback reporting to include valid feedback on library programs and events
- Enhance Happy or Not results processing to allow for easy sharing with county governments and through online channels
- Develop and implement a simple and automated KPI dashboard for library website

MEASURES

- Inclusion of automated charts in reporting and appropriate media
- Inclusion of HoN program feedback in reporting and appropriate media
- Feedback from county governments on availability and usefulness of HoN reporting
- Online feedback on reported HoN and Dashboard data

TIMELINE

- Automate performance charts by January 17
- Inclusion of HoN program feedback by October 13
- Deliver HoN results to county governments by November 1
- Complete development and implement KPI Dashboard including HoN data by March 1

MAJOR GOAL: TELL OUR STORY

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6. Increase patron access to computer, device and online resource training.

BENEFITS

- Increase patron ability to use technology and online resources
- Promote community digital literacy
- Increase community capacity to participate in education, business, health and leisure activities requiring technology use

POPULATION SERVED

- Persons without current technology skills
- Persons unaware of resources and services available that require technology use
- Persons dependent on employees, clients, or others use of technology

OUTCOMES

- Open community classes at libraries and in community on aspects of digital literacy
- Targeted digital literacy opportunities for groups
- Integration of AT&T Digital Literacy curriculum with Book a Librarian training

MEASURES

- At least 16 open digital literacy classes scheduled and delivered
- At least 4 targeted digital literacy classes scheduled and delivered
- Public information campaign on digital literacy assistance in cooperation with partners

TIMELINE

- Schedule and deliver 8 open classes and 2 targeted classes in Q4 of 2023
- Schedule and deliver 8 open classes and 2 targeted classes in Q1 and Q2 2024
- Deliver public information campaign by February 1

MAJOR GOAL: LEAD WITH TECHNOLOGY, ENLIGHTEN

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7. Deliver enhancement requests to Montgomery County and to Floyd County to establish the importance of improving staff compensation, organizational strength, and career potential for all employees.

BENEFITS

- Enhancement requests are the appropriate step to take to ensure resources are available to continue to meet the library's mission, vision and goals in the future

POPULATION SERVED

- All library users
- All library staff
- County government stakeholders

OUTCOMES

- Submission of requests for reclassification of Montgomery staff positions as endorsed by the Library BOT at meeting on October 19, 2022 📄
- Submission of requests for increased compensation for Floyd staff positions 📄
- Submission of requests for new positions in Montgomery and Floyd 📄
- Submission of requests for budget enhancements to pay for new cataloging utility 📄

MEASURES

- Production of the document on schedule

TIMELINE (typically due in December-January)

- All Montgomery enhancement requests completed by MC budget office due date TBD
- All Floyd enhancement requests completed by FC budget office due date TBD

MAJOR GOAL: STRENGTHEN STAFF

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