MONTGOMERY-FLOYD REGIONAL LIBRARY
STRATEGIC PLAN 2019-2023

Vision: People building skills and knowledge that enhance their lives, in a region prepared to prosper.

Mission: To inform, inspire, empower, and connect the people we serve.

We Value

EVERY PERSON

EVERY STORY

EVERY MOMENT

EVERY POSSIBILITY

EVERY CONNECTION

EVERY DOLLAR

**ENLIGHTEN**
MFRL will support learning and skill-building for all patrons at all stages of life.

**DEVELOP SPACES**
MFRL will create, and re-create, library spaces around our patrons’ needs and expectations.

**BUILD CONNECTIONS**
MFRL will enhance the capacity, reach, and results of its growing community partners.

**TELL OUR STORY**
MFRL will achieve greater awareness of its services and value through improved branding, communication, and collaboration.

**OVERCOME BARRIERS**
MFRL will find and overcome barriers that prevent patrons from fully benefiting from its services.

**STRENGTHEN STAFF**
MFRL will strengthen staff development and organizational capacity to provide excellent patron experiences.

**LEAD WITH TECHNOLOGY**
MFRL will deliver access to in-demand and emerging technology and guidance in its use.
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We Value

2020 OBJECTIVES
For outcomes, measures, and timelines, please see 2020 Appendix A

ENLIGHTEN
- Determine best allocation of resources for print and physical media versus downloadable resources
- Expand use of online tools and downloadable media by adults

OVERCOME BARRIERS
- Implement new 1000 Things before Kindergarten program
- Plan, develop and deliver programming and other resources for persons with developmental, cognitive and intellectual disabilities

DEVELOP SPACES
- Develop Christiansburg Library’s amphitheater space
- Enhance school-aged children’s space at Christiansburg Library
- Enhance teen spaces at Blacksburg, Floyd and Meadowbrook
- Repair and/or replace public service fixtures

STRENGTHEN STAFF
- Analyze and implement or recommend needed changes in positions, compensation and organizational structure
- Enhance staff capability and service delivery

BUILD CONNECTIONS
- Explore ongoing programming in Riner and Prices Fork
- Partner to deliver Lineberry Park Storywalk and programming

LEAD WITH TECHNOLOGY
- Deliver a hotspot lending program
- Develop customer satisfaction architecture

TELL OUR STORY
- Plan and deliver a new public engagement strategy
The **Montgomery-Floyd Regional Library Strategic Plan 2019-2023** provides a unified vision and path to success as we strive to serve Montgomery and Floyd county residents over the next five years and beyond. It contains objectives that will be assessed annually and reported in annual updates.

This Strategic Plan is a result of a 9-month process led by the Planning Committee, comprised of the library system’s management. Using *Planning for Library Excellence: Standards for Virginia Public Libraries* (Library of Virginia, 2009) and *Strategic Planning for Results* (Public Library Association, 2008) as roadmaps, the committee engaged in discovery and analysis of the current state of the library, including reviews of the library’s mission, vision and goals; current organization, capacity, and services provided; and a demographic review of the service area. The committee analyzed our current strengths and weaknesses, opportunities for improvement, and external and structural factors that may threaten current and future operations.

We incorporated the information learned in the November 2016 *Library Space Needs and Facility Feasibility Study* delivered to MFRL by Thompson & Litton and Enteros Design. This study detailed feedback from public meetings and over 400 user surveys. The committee also conducted one-on-one discussions with over 50 community members including elected officials, trustees, and representatives of partnering organizations. Using this community data, the committee developed updated mission and vision statements, and overall goals. The result of the Strategic Planning process establishes a framework for developing annual objectives in a structured yet flexible manner to ensure that MFRL will continue to provide excellent service and value while contributing to growth of Montgomery and Floyd Counties.

| **EVERY PERSON** | We serve every person with equity, dignity and respect. We work to understand their diverse lives, and how we can help them reach their goals. |
| **EVERY STORY** | We supply evolving platforms for sharing, creating, and preserving stories past, present, and yet to be told. |
| **EVERY MOMENT** | We deliver our services in convenient and user-friendly ways that respect our patrons’ time. |
| **EVERY POSSIBILITY** | We embrace the opportunity to respond to change with innovation and creativity. |
| **EVERY CONNECTION** | We join with community partners to increase our positive impact through interdependence and shared values. |
| **EVERY DOLLAR** | We manage resources in a transparent and fiscally-responsible manner to maximize value delivered to our patrons. |

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