

2021 MFRL OBJECTIVES

Montgomery-Floyd Regional Library

Strategic Plan 2019-2023

2021 APPENDIX A

Objectives, FY 2021

Contents

A. Deliver content through video to maximize reach during COVID-19 crisis.	2
B. Provide seniors with COVID-aware social interaction and access to information.	3
C. Develop library outdoor spaces to provide options for programming.....	4
D. Enhance staff capability and service delivery by establishing staff skills priorities	5
E. Establish ongoing periodic outreach in communities not currently served directly by a branch.	6
F. Expand and develop hotspot lending program.	7
G. Expand use of online tools and downloadable media	8
H. Plan and deliver a new public engagement strategy	9
I. Develop and deliver “Jobs and Money in the COVID-19 Crisis” resources	11
J. Develop and deliver a “Library Card for Every Schoolchild” initiative	12
K. Deliver programming for persons with developmental, cognitive and intellectual disabilities	13

2021 MFRL OBJECTIVES

A. Deliver relevant, engaging and value added content on a range of topics through video to maximize reach during COVID-19 crisis.

BENEFITS

- Provides targeted information that will be available regardless of branch operating status
- Allows for flexible program-type content to be consumed asynchronously
- Maintains and enhances patron contact and library's identity as a community resource for information

POPULATION SERVED

- Persons who can access web based video content whether able to visit branches in person, or not

OUTCOMES

- Produce, publicize, and assess four videos each month (Sept-June)

MEASURES

- Number of videos produced
- Use of social media and hosting sites comment features to assess impact
- Use of social media and hosting sites logging/use statistics features to assess reach

TIMELINE

- Plan of topics for September-November by September 11
- Posting of 4 videos each month by end of month, each month September-June
- Plan of topics for December-February by December 4
- Assessment review of September-November content by December 31
- Plan of topics for March-May by March 5
- Assessment review of December-February content by March 31
- Plan of topics for June-August by June 4
- Assessment review of December-February content by June 30

MAJOR GOAL: ENLIGHTEN, OVERCOME BARRIERS

2021 MFRL OBJECTIVES

B. Provide seniors in socially-isolated and mobility-restricted settings with COVID-aware social interaction and access to information.

BENEFITS

- Addresses the mental and physical well-being aspects of quarantine and self-isolation for seniors
- Maintains connections with patrons regardless of branch operating status

POPULATION SERVED

- Senior patrons in institutional settings
- Senior patrons (and others) in self-isolation due to COVID

OUTCOMES

- Recurring contact with seniors through available channels of communication including written/mailed contacts, telephone, and online means
- Integration of Take and Make Crafts into senior contact program
- Increased partnership with RSVP and other social services and volunteer organizations

MEASURES

- Number of seniors contacted/served
- Number of contact instances
- Increase in participation with library senior contact program by third party partner agencies

TIMELINE

- Research possible precedents and develop and establish protocols by September 30
- Contact potential third party partners by September 30
- Publicize senior contact program by October 31
- Begin services in October
- Assess program success by December 31
- Adjust publicity and program per assessment by January 31

MAJOR GOAL: OVERCOME BARRIERS, BUILD CONNECTIONS

2021 MFRL OBJECTIVES

C. Develop library outdoor spaces to provide options for programming and as full a range as possible of library services.

BENEFITS

- Provides venues for programming, tutoring, and other patron uses of the library with reduced COVID-19 risk
- Increases use of existing library property
- Develops permanently beneficial spaces in reaction to temporary COVID-19 crisis

POPULATION SERVED

- Children who are currently unable to be served with programming in library buildings
- Tutors and other persons who cannot make use of study rooms for small group meetings
- General patrons who can use outdoor spaces when visiting the library

OUTCOMES

- Development and use of Draper Road side of Blacksburg Library for programming, tutoring and other patron users.
- Increased outdoor furniture at Floyd Library
- Completion of handicapped accessible pathway to Christiansburg amphitheater area
- Enhanced outdoor furniture for Christiansburg Library

MEASURES

- Use of outdoor spaces and equipment by individuals, for library programs, and by partner agencies
- In acceptable weather, hold at least two outdoor programs per month at each branch (not including Floyd due to space)
- Positive/negative patron comments

TIMELINE

- Identification of furniture needs at Christiansburg by September 30
- Identification of furniture needs at Floyd by September 30
- Completion of initial plan for CARES Act-funded elements of Blacksburg space by October 15
- Installation of fencing at Blacksburg Library by December 30
- Acquisition and installation of CARES Act-funded equipment and furniture by December 30
- Assessment of use of spaces ongoing monthly; compiled and reviewed by April 30

MAJOR GOAL: DEVELOP SPACES, OVERCOME BARRIERS

2021 MFRL OBJECTIVES

D. Enhance staff capability and service delivery by establishing staff skills priorities, surveying staff to see where they believe they need training, exploration time, and other opportunities for improving skills and developing new skills

BENEFITS

- Improved service to customers
- Improved efficiency of resource use and staff time
- Improved staff morale and preparedness for advancement

POPULATION SERVED

- All patrons
- Staff and managers

OUTCOMES

- Patrons will receive better assistance from well-trained staff with greater awareness of resources, tools and strategies for service
- Staff persons will have a structure to track new skills and enhanced capabilities
- Managers will know what staff capabilities are available and can schedule staff, and focus training where needed

MEASURES

- Completed staff capability plans for each staff person showing progress in designated subjects/skills
- Patrons will respond with positive comments

TIMELINE

- Review professional literature and existing skill lists; and classify skills as needed by October 31
- Develop model of capability plans, including how to create and maintain plans for each staff person by November 30.
- Pilot plan with 10 staff persons by January 15
- Assess pilot results and modify as needed by January 31
- Complete development process and roll out universal tool for all staff by February 15

MAJOR GOAL: STRENGTHEN STAFF

2021 MFRL OBJECTIVES

E. Establish ongoing periodic outreach and other presences in communities not currently served directly by a library branch.

BENEFITS

- Extends service to where the people are – turns non-users into patrons
- Promotes library as an institution to those who may not support library due to unfamiliarity
- Demonstrates value of library in places where community support could create future library development opportunities

POPULATION SERVED

- Persons who reside, work, or attend school in locations geographically remote from MFRL branches
- Persons otherwise not accessing library branches due to economic, health or other reasons

OUTCOMES

- Regularly scheduled outreach visits in service area
- Use of library materials and resources by persons in remote locations
- Increased interest in and support of libraries in remote locations

MEASURES

- Number of visits to remote locations
- Circulation of library materials at remote locations
- Requests by individuals and/or communities for outreach services
- Number of community groups engaged by remote services

TIMELINE

- Develop list of potential stops for mobile service by November 1
- Develop mechanism to request stops by January 1
- Complete acquisition of mobile service unit before December 30
- Confirm initial periodic service locations of mobile service by January 30
- On the road with mobile unit in February 2021
- Execute publicity including “suggestion box” by February 28
- Campaign for remote location advisory groups by May 15

MAJOR GOAL: OVERCOME BARRIERS, BUILD CONNECTIONS

2021 MFRL OBJECTIVES

F. Expand and develop hotspot lending program to support additional community goals including career and job services, k12 student support, and community health services.

BENEFITS

- Supports information and connection needs of the community regardless of current branch operations status
- Addresses unequal broadband availability due to economic and geographic barriers
- Supports students and parents regardless of school operational status
- Supports people needing to access telemedicine services and other internet services that require enhanced privacy

POPULATION SERVED

- Persons without home Internet access
- Partnering agencies such as schools, health care providers, and public agencies

OUTCOME

- Increase count of hotspots by at least 20
- Decrease wait time for holds on hotspots to a 3:1 ratio
- Increased connections with partner agencies

MEASURES

- Circulation statistics increase by 30% or more
- Positive comments from partnering organizations
- Positive/negative comments from users

TIMELINE

- Determine 5 target organizations to partner with in hotspot project by October 31
- Process and rollout 20 new hotspots by November 15
- If demand warrants, add 20 additional hotspots by January 15

MAJOR GOAL: LEAD WITH TECHNOLOGY, OVERCOME BARRIERS

2021 MFRL OBJECTIVES

G. Expand use of online tools and downloadable media through marketing, scheduled training, and one-on-one assistance, and presentation to groups.

BENEFITS

- Effectively leverage MFRL investment in online resources
- Improve adult patrons' skills in language, computers and technology, job seeking and, other topics
- Increase use of prepaid downloadable resources to decrease the per unit cost of these tools

POPULATION SERVED

- Adults seeking to build skills and/or seek information for use in business, arts, communications, and technology
- Adults, teens and children who use downloadable media
- Partner organizations with aligned missions

OUTCOMES

- Improved access to training and information for adults in Montgomery and Floyd Counties
- Improved awareness of library resources, facilities, and capabilities
- Development of improved processes for staff to reach to adult users

MEASURES

- Increased use of online resources targeted at adults
- Increased BookALibrarian training
- At least one presentation per month (September-June) to outside group marketing online and/or downloadable resources
- Positive anecdotal feedback from adult users of online resources
- Survey of online users to determine if there is success in both reaching the target community, and addressing their demands
- Positive anecdotal feedback from staff regarding process

TIMELINE

- Develop comprehensive plan for online and downloadable tool marketing by November 30
- Electronically publish, print and distribute marketing collateral by November 30
- Contact organizations for potential group training experiences by November 30

MAJOR GOAL: ENLIGHTEN, LEAD WITH TECHNOLOGY

2021 MFRL OBJECTIVES

H. Plan and deliver a new public engagement strategy to include all channels of communication that inform the public and partnering institutions about library programming, resources, services, achievements, and opportunities

BENEFITS

- Increase the number of persons who are aware of library programming and services
- Improve the timeliness and relevance of information patrons receive
- Increase efficiency of the processes by which staff prepares, reviews and communications information
- Increase the quality of information and experience of receiving information overall

POPULATION SERVED

- All library users
- Media contacts
- Funders, Board of Trustees, and other community stakeholders
- Staff

OUTCOMES

- Improved online calendar of events with greater usability, accuracy and produced more efficiently
- Patron-facing community room reservation request system
- Improved reporting systems for programming, outreach and partnership information
- Improved access to online resources

MEASURES

- Patron reporting of improved experience anecdotally and through surveys
- Staff reporting of improved access to information and improved process
- Increased media coverage
- Increased public awareness of programming
- Reduced errors and time to process, produce, distribute and update information

TIMELINE

- Research current market and vendors for communications infrastructure products by September 15
- Complete preliminary list of requirements by September
- Arrange for demos from at least 4 product vendors by October 31
- Determine scope of desired product suite within a week after final demo
- Obtain quotes from vendors with suitable products by November 30
- Determine potential funding model by November 30
- If suitable product available, acquire contract and begin implementation by January 20

2021 MFRL OBJECTIVES

- Roll out product by March 1

MAJOR GOAL: TELL OUR STORY

2021 MFRL OBJECTIVES

I. Develop and deliver “Jobs and Money in the COVID-19 crisis” resources that meet community needs including on-demand assistance, remote and mobile assistance, on-line job fairs.

BENEFITS

- Help persons find jobs, improve their job prospects and job hunting skills
- Assist people in coping with financial repercussions of COVID-19
- Increase community resilience and speed recovery from crisis

POPULATION SERVED

- Unemployed and underemployed adults
- Job-seeking students
- Persons confronting new financial challenges

OUTCOMES

- Six (6) group or video trainings for patrons
- Marketing materials for useful library resources
- New partnerships with expert institutions who can assist or provide information and training

MEASURES

- Attendance at trainings
- Increased 1 on 1/Ask A Librarian on job and financial resources
- At least 4 new partnerships with allied organizations

TIMELINE

- New group or video trainings available bimonthly, beginning by October 15
- 2 new partnerships by December 15
- 2 new partnerships by March 15

MAJOR GOAL: ENLIGHTEN, BREAKING BARRIERS

2021 MFRL OBJECTIVES

J. Plan cooperatively with MCPS, FCPS, private schools, and homeschoolers to develop and deliver a “Library Card for Every Schoolchild.”

BENEFITS

- Broadest possible access to library resources
- Demonstrates value of libraries to children and parents

POPULATION SERVED

- School-aged children and their parents
- Educators

OUTCOMES

- Increased children and teen use of library resources with increased circulation, program attendance, and online resource use
- Improved integration with school librarians and with teachers

MEASURES

- New or updated library cards equal to 90% of k-12 student population

TIMELINE

- Determine technical requirements, legal requirements, and publicity strategy (date currently dependent on school participation)
- Plan method and publicity (date currently dependent on school participation)
- Implement plan and issue cards (date currently dependent on school participation)
- Gather data and assess impact by February 15

MAJOR GOAL: BUILD CONNECTIONS, OVERCOME BARRIERS

2021 MFRL OBJECTIVES

K. Plan, develop and deliver 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

POPULATION SERVED

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

OUTCOMES

- Plan for providing some level of programming at each branch within 1 year
- Ongoing programming for at least one targeted group at one branch or more
- Recommendation for collection resources to serve at least one targeted group

MEASURES

- Increased attendance at programming for targeted group(s)
- Comments from patrons and community reached

TIMELINE

- Programming to begin at one branch or more by January 30
- Programming to begin at a second branch or remote location by April 1

MAJOR GOAL: OVERCOME BARRIERS, BUILD CONNECTIONS