



Five Year Strategic Plan FY 2023 - 2027

Mission: The mission of Meherrin Regional Library System is to serve as an essential public resource, a treasury of knowledge, providing evolving information, promoting reading, lifelong learning and enjoyment for all.

Vision: Meherrin Regional Library System bridges community learning, education, opportunity and enjoyment for all.

Core Values:

- Integrity
- Diversity
- Equal Access
- Service
- Excellence
- Lifelong learning
- Growth and development
- Building relationships & partnerships
- Fun and enjoyment

Roles:

- Reference Library
- Educational Support Center
- Popular Materials Library
- Preschooler's Door to Learning
- Resource & Depository for Local History & Genealogy Research

FY23 (2022-23)

Public and Circulation Services:

Goal: Increase community awareness of library resources and services.

Objective:

- Update and revise library material displays and directional signage.
- Share resources through library's website and social media.
- Promote library resources at community events.

Goal: Achieve exceptional customer service every day.

- Provide staff continuous training opportunities including a yearly Staff Development Day.
- Insure staff are aware and trained in Meherrin Regional Library System's Customer Service approach.

Goal: Engage children, youth, and teens through collections and programming.

Objective:

- Update furnishings, posters, and interactive toys as funding allows.
- Promote circulation through displays of new books and seasonal content.
- Acquire materials that reflect children, youth, and teen needs and interests.
- Acquire technological resources that support early literacy and student success.
- Plan and implement reading programs for children, youth and teens.
- Collaborate with local schools to supplement resources as allowed.

Collection Management:

Goal: Purchase, catalog, and process library materials in an efficient, effective, and timely manner.

Objective:

- Source quality and cost effective library materials from vendors who promptly supply orders.
- Dedicate appropriate staff time for cataloging and processing material volume.
- Routinely review and adjust processes as needed.

Goal: Maintain a relevant and core collection of materials for public access.

Objective:

- Review Collection Development Policy. Update as needed.
- Apply the library's Collection Development Policy to source materials that meet the interests and needs of the community.
- Perform routine collection inventory to insure catalog holdings are up to date.
- Improve collection through weeding, mending, updating, and replacing items as needed.

Marketing Outreach/Programming:

Goal: Establish a formal Marketing Plan.

Objective:

- Utilize available resources and institutional knowledge to draft a Marketing Plan to promote library resources and services.

Goal: Improve usage of library resources and services.

Objective:

- Conduct targeted promotions of library resources and services throughout the year.

- Collect and provide statistical data that demonstrates effective promotional results.
- Insure MRLS logo, tagline, and website are included on printed or published documents as allowed.

Goal: Expand Programming and Outreach Services

Objective:

- Contact pre-COVID Outreach depositories to resume services.
- Identify potential new Outreach opportunities.
- Attend community events as staffing/scheduling allows.
- Engage the community with in-house and outreach programs through partnerships and internal development.
- Promote Summer Reading Program activities and challenges to all age groups.

Technology:

Goal: Insure acquired technology is implemented, fully functioning, and utilized.

Objective:

- Insure library staff receive adequate training on newly implemented technologies (RFID, Self-Checkout, Shelf Management, VoIP, security cameras).
- Track usage of newly implemented technologies.
- Explore ways to improve usage.
- Update network appliances, computer hardware, and software as needed.

Administration:

Goal: Utilize the library’s mission, vision, and core values to shape the demands of the organization.

Objective:

- Conduct yearly review of library policies for updates and revisions.
- Keep current with Library of Virginia initiatives.
- Assess facilities and seek capital improvements as needed.
- Apply Record Retention practices in compliance with the State of Virginia’s standards.

Goal: Maintain health and safety standards relating to the COVID-19 crisis.

Objective:

- Follow current COVID-19 safety standards as recommended by federal, state, and local officials.
- Collaborate with health agencies to provide informational resources to the community.

FY24 (2023-24)

Public and Circulation Services:

Goal: Advance literacy, the love of reading, and lifelong learning to readers of all ages.

Objective:

- Evaluate public service areas to maximize wayfinding and accessibility.
- Seek to improve tween and teen library usage.
- Improve usage of digital resources by analyzing available statistical data.

Goal: Achieve exceptional customer service every day.

- Provide staff continuous training opportunities including a yearly Staff Development Day.
- Insure staff are aware and trained in Meherrin Regional Library System's Customer Service approach.

Goal: Improve access for persons with disabilities to library facilities, collections, and services.

Objective:

- Review library facilities for ADA compliance and adjust as allowed.
- Review library collections, catalog, and online presence to enhance access for patrons of all abilities.
- Seek capital funding for facilities to improve entry and access to library resources as needed.

Collection Management:

Goal: Provide library users with materials and resources that best meet their needs and expectations.

Objective:

- Review patron usage and trends to evaluate materials and resources for purchase.
- Acquire patron requests and recommendations as policy and funds allow.

Goal: Purchase, catalog and process library materials in an efficient, effective, and timely manner.

Objective:

- Source quality and cost effective library materials from vendors who promptly supply orders.
- Dedicate appropriate staff time for cataloging and processing material volume.
- Routinely review and adjust processes as needed.

Goal: Maintain a relevant and core collection of materials for public access.

Objective:

- Review Collection Development Policy. Update as needed.
- Apply the library's Collection Development Policy to source materials that meet the interests and needs of the community.
- Perform routine collection inventory to insure catalog holdings are up to date.
- Improve collection through weeding, mending, updating, and replacing items as needed.

Marketing Outreach/Programming:

Goal: Improve usage of library resources and services.

Objective:

- Conduct targeted promotions of library resources and services throughout the year.
- Apply Marketing Plan strategies to promote library resources, services, and programs.

Goal: Expand and enhance the role of the library as community center.

Objective:

- Align programming and publicity with library and community events.
- Review previous library programs and participation to address strategies to improve engagement.
- Enhance interior spaces to facilitate reading, working, and gathering.

Goal: Expand Programming and Outreach Services.

- Identify potential new Outreach opportunities.
- Attend community events as staffing/scheduling allows.
- Engage the community with in-house and outreach programs.
- Promote Summer Reading Program activities and challenges to all age groups.

Technology:

Goal: Maintain or improve network and broadband capacity to meet public needs.

Objective:

- Assess bandwidth usage reports.
- Anticipate future bandwidth demand.
- Secure funding through E-rate to offset internet service costs.
- Update network appliances, computer hardware, and software as needed.

Administration:

Goal: Utilize the library's mission, vision, and core values to shape the demands of the organization.

Objective:

- Conduct yearly review of library policies for updates and revisions.
- Keep current with Library of Virginia initiatives.
- Assess facilities and seek capital improvements as needed.
- Apply Record Retention practices in compliance with the State of Virginia's standards.

Goal: Meet or exceed the Library of Virginia's Standards for Virginia Public Libraries.

Objective:

- Review LVA's Standards for Public Libraries and assess MRLS compliance.
- Seek measures to improve any deficits.

Goal: Maintain health and safety standards relating to the COVID-19 crisis.

Objective:

- Follow current COVID-19 safety standards as recommended by federal, state, and local officials.
- Collaborate with health agencies to provide informational resources to the community.

FY25 (2024-25)

Public and Circulation Services:

Goal: Grow the library as a community center.

Objective:

- Collaborate with agencies and organizations to expand services to the public.
- Review meeting room policies and procedures; adjust as needed to best meet community needs.

Goal: Achieve exceptional customer service every day.

- Provide staff continuous training opportunities including a yearly Staff Development Day.
- Insure staff are aware and trained in Meherrin Regional Library System's Customer Service approach.

Goal: Engage children, youth, and teens through collections and programming.

Objective:

- Update furnishings, posters, and interactive toys as funding allows.
- Promote circulation through displays of new books and seasonal content.
- Acquire materials that reflect children, youth, and teen needs and interests.
- Acquire technological resources that support early literacy and student success.
- Plan and implement reading programs for children, youth and teens.
- Partner with local schools to supplement resources as allowed.

Collection Management:

Goal: Purchase, catalog and process library materials in an effective and timely manner.

Objective:

- Source quality and cost effective library materials from vendors who promptly supply orders.
- Dedicate appropriate staff time for cataloging and processing material volume.
- Routinely review and adjust processes as needed.

Goal: Maintain a relevant and core collection of materials for public access.

Objective:

- Review Collection Development Policy. Update as needed.
- Apply the library's Collection Development Policy to source materials that meet the interests and needs of the community.
- Perform routine collection inventory to insure catalog holdings are up to date.
- Improve collection through weeding, mending, updating, and replacing items as needed.

Marketing Outreach/Programming:**Goal: Update MRLS Marketing Plan.**

Objective:

- Utilize available resources and institutional knowledge to revise MRLS Marketing Plan as needed.

Goal: Improve MRLS online presence.

Objective:

- Review social media presence.
- Examine new or other social media outlets and opportunities.
- Review library website and platform to assess need to update.

Goal: Expand Programming and Outreach Services.

Objective:

- Identify potential new Outreach opportunities.
- Attend community events as staffing/scheduling allows.
- Engage the community with in-house and outreach programs.
- Promote Summer Reading Program activities and challenges to all age groups.

Technology:**Goal: Reach more people in more places through library website and social media presence.**

Objective:

- Enhance the library's electronic branch and website.
- Review social media approach and tools to best connect with users.
- Update network appliances, computer hardware, and software as needed.

Administration:**Goal: Utilize the library's mission, vision, and core values to shape the demands of the organization.**

Objective:

- Conduct yearly review of library policies for updates and revisions.
- Keep current with Library of Virginia initiatives.
- Assess facilities and seek capital improvements as needed.
- Apply Record Retention practices in compliance with the State of Virginia's standards.

Goal: Maintain health and safety standards.

Objective:

- Assess current safety standards for relevant infectious diseases as recommended by federal, state, and local officials.
- Collaborate with health agencies to provide informational resources to the community.

FY26 (2025-26)

Public and Circulation Services:

Goal: Increase community awareness of library resources and services.

Objective:

- Update and revise library material displays and directional signage.
- Share resources through library's website and social media.
- Promote library resources at community events.

Goal: Achieve exceptional customer service every day.

- Provide staff continuous training opportunities including a yearly Staff Development Day.
- Insure staff are aware and trained in Meherrin Regional Library System's Customer Service approach.

Goal: Improve adult and older adults engagement with the library services and resources.

Objective:

- Promote circulation through displays of new books, subject, and seasonal content.
- Provide resources and programs that support digital literacy for adults.
- Implement reading programs and challenges for adults.
- Collaborate with local agencies to expand engagement opportunities.

Collection Management:

Goal: Provide library users with materials and resources that best meet their needs and expectations.

Objective:

- Review patron usage and trends to evaluate materials and resources for purchase.
- Acquire patron requests and recommendations as policy and funds allow.

Goal: Purchase, catalog and process library materials in an effective and timely manner.

Objective:

- Source quality and cost effective library materials from vendors who promptly supply orders.
- Dedicate appropriate staff time for cataloging and processing material volume.
- Routinely review and adjust processes as needed.

Goal: Maintain a relevant and core collection of materials for public access.

Objective:

- Review Collection Development Policy; update as needed.
- Apply the library's Collection Development Policy to source materials that meet the interests and needs of the community.
- Perform routine collection inventory to insure catalog holdings are up to date.
- Improve collection through weeding, mending, updating, and replacing items as needed.

Marketing Outreach/Programming:**Goal: Deliver library information and resources to the community.**

Objective:

- Apply Marketing Plan strategies in promotion of library resources, services, and programs.
- Develop social media, flyers, displays, and newsletters promoting library resources.
- Develop programming opportunities to promote library attendance and community presence.

Goal: Expand Programming and Outreach Services.

Objective:

- Identify potential new Outreach opportunities.
- Attend community events as staffing/scheduling allows.
- Engage the community with in-house and outreach programs.
- Promote Summer Reading Program activities and challenges to all age groups.

Technology:**Goal: Insure acquired technology is implemented, fully functioning, and utilized.**

Objective:

- Insure library staff training on relevant library technologies.
- Perform an inventory of technology devices and appliances.
- Update network appliances, computer hardware, and software as needed.
- Purge and/or recycle broken or nonfunctioning devices and appliances.

Administration:**Goal: Utilize the library's mission, vision, and core values to shape the demands of the organization.**

Objective:

- Conduct yearly review of library policies for updates and revisions.
- Keep current with Library of Virginia initiatives.
- Assess facilities and seek capital improvements as needed.
- Apply Record Retention practices in compliance with the State of Virginia's standards.

Goal: Meet or exceed the Library of Virginia's Standards for Virginia Public Libraries.

Objective:

- Review LVA's Standards for Public Libraries and assess MRLS compliance.
- Seek measures to improve any deficits.

Goal: Maintain health and safety standards.

Objective:

- Assess current safety standards for relevant infectious diseases as recommended by federal, state, and local officials.
- Collaborate with health agencies to provide informational resources to the community.

FY27 (2026-27)

Public and Circulation Services:

Goal: Achieve exceptional customer service every day.

- Provide staff continuous training opportunities including a yearly Staff Development Day.
- Insure staff are aware and trained in Meherrin Regional Library System's Customer Service approach.

Goal: Improve access for persons with disabilities to library facilities, collections, and services.

Objective:

- Review library facilities for ADA compliance and adjust as allowed.
- Review library collections, catalog, and online presence to enhance access for patrons of all abilities.
- Seek capital funding for facilities to improve entry and access to library resources as needed.

Goal: Engage children, youth, and teens through collections and programming.

Objective:

- Update furnishings, posters, and interactive toys as funding allows.
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- Acquire technological resources that support early literacy and student success.
- Plan and implement reading programs for children, youth and teens.
- Collaborate with local schools to supplement resources as allowed.

Collection Management:

Goal: Purchase, catalog and process library materials in an effective and timely manner.

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- Dedicate appropriate staff time for cataloging and processing material volume.
- Routinely review and adjust processes as needed.

Goal: Maintain a relevant and core collection of materials for public access.

Objective:

- Review Collection Development Policy. Update as needed.
- Apply the library's Collection Development Policy to source materials that meet the interests and needs of the community.
- Perform routine collection inventory to insure catalog holdings are up to date.
- Improve collection through weeding, mending, updating, and replacing items as needed.

Marketing Outreach/Programming:

Goal: Update MRLS Marketing Plan.

Objective:

- Utilize available resources and institutional knowledge to revise MRLS Marketing Plan as needed.

Goal: Improve usage of library resources and services.

Objective:

- Conduct targeted promotions of library resources and services throughout the year.
- Collect and provide statistical data that demonstrates effective promotional results.
- Insure MRLS logo, tagline, and website are included on printed or published documents as allowed.

Goal: Expand Programming and Outreach Services

Objective:

- Identify potential new Outreach opportunities.
- Attend community events as staffing/scheduling allows.
- Engage the community with in-house and outreach programs through partnerships and internal development.
- Promote Summer Reading Program activities and challenges to all age groups.

Technology:

Goal: Provide the public and library patrons access to technology through library services.

Objective:

- Examine technology trends and the feasibility of implementing new standards into the library setting.
- Update network appliances, computer hardware, and software as needed.

Goal: Maintain or improve network and broadband capacity to meet public needs.

Objective:

- Assess bandwidth usage reports.
- Anticipate future bandwidth demand.
- Secure funding through E-rate to offset internet service costs.
- Update network appliances, computer hardware, and software as needed.

Administration:

Goal: Utilize the library's mission, vision, and core values to shape the demands of the organization.

Objective:

- Conduct yearly review of library policies for updates and revisions.
- Keep current with Library of Virginia initiatives.
- Assess facilities and seek capital improvements as needed.
- Apply Record Retention practices in compliance with the State of Virginia's standards.
- Analyze current library trends, needs, opportunities, and funding in developing the MRLS FY2028-2032 Strategic Plan.

Goal: Maintain health and safety standards.

Objective:

- Assess current safety standards for relevant infectious diseases as recommended by federal, state, and local officials.
- Collaborate with health agencies to provide informational resources to the community.

*Approved by MRLS Board of Trustees, July 13, 2022.