



The Marshall-Lyon County Library

Mission

The Marshall-Lyon County Library is your source for the discovery and exchange of ideas in a world of information, inspiration, and imagination.

Motto

Inform! Inspire! Imagine!

Core Values

Service Excellence: We surprise and delight library customers by meeting and exceeding their expectations and by providing outstanding proactive customer service with a personal touch.

Joy of Reading: We nurture the joy of reading in people of all ages, abilities, and cultures.

Lifelong Learning: We believe lifelong learning is a basic tool for economic opportunity and personal success.

Respect and Dignity: We believe each library user is unique and important, deserving to be treated with respect and courtesy.

Diversity: We reach out to all members of our diverse community and work to create a welcoming and accepting environment that promotes increased understanding within our community.

Intellectual Freedom: We believe that the freedom to read whatever one chooses is a basic human right and we support and defend intellectual freedom, the open exchange of ideas and information, and the confidentiality of library users.

Accessibility: We strive to provide facilities, services and materials that are accessible to all and to provide them in an impartial and non-judgmental manner.

Accountability: We are accountable to our community and to each other for the resources and services we provide and for our behaviors and actions.

Integrity: We value honesty and fairness in all of our interactions.

Responsiveness: We take pride in our responsiveness to ever-changing community needs and individual interests, tailoring and continuously improving our collections and services to meet these needs.

Community: We believe that the library strengthens the community it serves by connecting people to each other, to their community, and to their hopes and dreams.

Laughter: We want everyone to enjoy their library experience and library staff and visitors are encouraged to laugh often and out loud.

The Marshall-Lyon County Library Strategic Plan 2008-2012

We focus on the library user by being welcoming, relevant, responsive, and efficient.

- Goal 1: We focus on the *library user* as our top priority
- Goal 2: We provide a *welcoming* environment
- Goal 3: We are *responsive* to the wants and needs of our increasingly diverse community
- Goal 4: We remain *relevant* through community connections
- Goal 5: We grow more *efficient* through operational excellence

Goal 1: We focus on the *library user* as our top priority

Objective 1: We surprise and delight library customers by meeting and exceeding their expectations and by providing outstanding proactive service

- Redesign library operations and staffing for improved customer service and personal assistance
- Conduct regular surveys and needs assessments of selected populations (Latino, Business, Disables, Teens, Elderly, etc.) to plan service priorities
- Look for ways to increase service to residents throughout the entire library service area

Objective 2: We serve our customers with fairness and flexibility

- Look for ways to say yes
- Continue to allow food and drink in the libraries

Objective 3: We equip staff to enrich and vitalize the library experience for our customers

- Enable staff to focus on direct patron service during open hours
- Provide all staff with basic customer service training
- Provide an annual staff development day for library-wide training for all staff, with a focus on customer service, new service enhancements, and personal development
- Design and implement a performance reward system to reward employees for good customer service and build staff morale

Objective 4: We empower library customers by providing options that save time and increase convenience

- Investigate and implement options for self-pickup of requested materials
- Implement patron self-checkout/checkin system
- Investigate options for payment of fines and fees in person and online

Goal 2: We provide a *welcoming environment* (Physical Environment)

Objective 1: We create welcoming, intuitively accessible spaces tailored to the way our customers want to use the library

- Plan and initiate construction of a new library facility in Marshall
 - Develop application for LSTA Construction Grant
 - Investigate other funding options
- Assist city officials with the planning and construction of a new joint library/city administration facility in Cottonwood
- Assess and address facility needs in Balaton
- Create unique destination spaces tailored to the way patrons want to use the library throughout the service area

Objective 2: We meet patrons where they are – in buildings and beyond

- Establish roving staff within the library during open hours
- Investigate use of portable phones and other devices for assisting patrons while in the stacks
- Support experimentation and adoption of new and innovative service models
- Develop and promote services for remote users

Goal 3: We are *responsive* to the wants and needs of our increasingly diverse community (Collections, Technology and Programs):

Objective 1: We provide a dynamic, current collection of resources designed to meet the wants and needs of the community both now and in the future

- Create more effective processes for collection development and maintenance
- Create an web-based system to solicit, receive and respond to customer purchase recommendations
- Investigate downloadable audiobooks and other emerging formats and acquire as warranted
- Investigate and implement self-service security options for DVDs

Objective 2: We implement technology strategies that increase efficiency, service and responsiveness to the community and connect people with resources

- Update Technology Plan
- Maintain dynamic, interactive website that showcases the library collection, services and programs
- Create a library blog for current library news and information
- Reduce staff time spent on routine tasks, such as patron notification and acquisition processes (e-mail delivery of notices, etc)
- Plan and implement self-service checkout/checkin of materials
- Plan and implement self-registration of library patrons
- Investigate, plan and implement Wi-Fi internet in library branches
- Create a technology replacement schedule

Objective 3: We have open hours that are convenient to library users

Goal 4: We remain *relevant* through community connections (Community Connections)

Objective 1: We strengthen and develop partnerships to maximize service to the Community

- Continue to identify new partners and collaboration opportunities in the service area community
- Increase the library's visibility and involvement in efforts to address community needs/concerns
- Work with community members, leaders, and elected officials to ensure the library remains responsive to community needs and serves as a cornerstone of the community
- Encourage staff participation in community activities, organizations, and schools to promote collaboration and the use of library resources

Objective 2: We communicate clearly and frequently in order to ensure operational transparency and to raise community awareness, access and support for the library's collections, services, and programs.

- Investigate opportunities for direct mailings via e-mail and other electronic methods (e-newsletter, gommarshall.net, etc.)
- Update event marketing plan and contact information
- Feature library logo on all library publications
- Create information packets and distribution methods to reach new residents and businesses, new Americans, etc. in the service area
- Develop bookmarks, signs, handouts and other items to assist and orient the public

Goal 5: We grow more *efficient* through operational excellence (Operational Excellence)

Objective 1: We create a culture of respect, growth, fun and customer service excellence among our staff

- Ensure a high level of staff competency through regular staff training and professional development
- Create a new staff member orientation plan
- Encourage each staff member to attend at least one training workshop, conference, or web-based training per year
- Provide staff training on how to respond to emergencies

Objective 2: We leverage our use of volunteers to provide rewarding experiences to volunteers and meaningful support to the library

- Develop and implement an improved Volunteer recruitment and training process

Objective 3: We have an informed and active Library Board of Trustees

- Recruit new Board members who are representative of all stakeholders in the community and who bring professional skills that benefit the library
- Provide a thorough orientation to every new board member, including advocacy training
- Institute an annual Board training retreat as well as an annual Board self-assessment opportunity

Objective 4: We develop a strong and diverse funding base

- Work with Library Foundation to generate continued supplemental financial support for library facilities, services and programs
- Pursue additional grants as appropriate

Objective 4: We regularly review and revise library procedures and policies for efficiency and customer orientation

- Update all existing library policies and procedures
- Ensure a safe environment for patrons and staff by creating an emergency plan