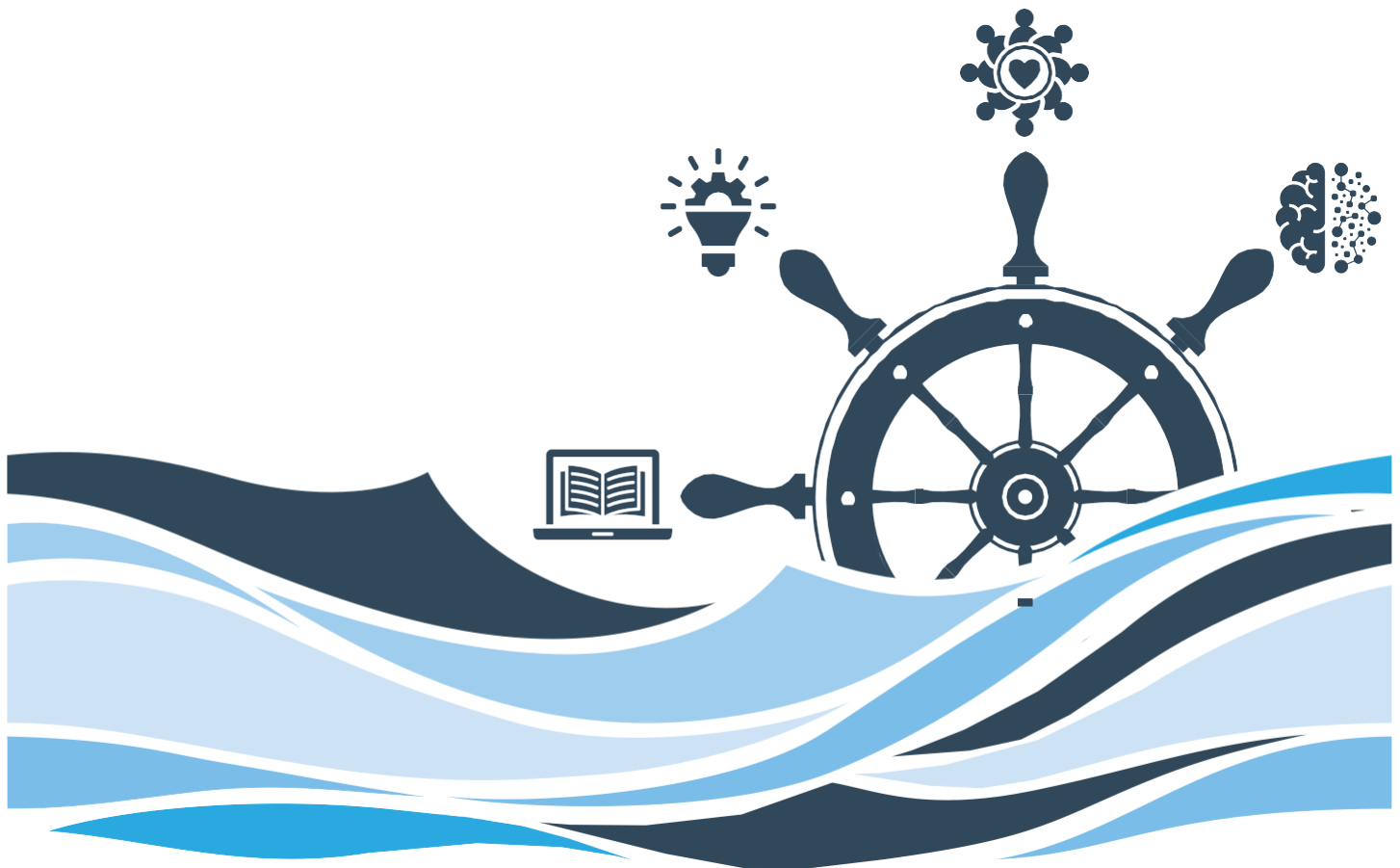




STRATEGIC PLAN

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# Bridging Tradition With Tomorrow



libraryIQ

PREPARED FOR  
St. Mary's County Library  
May, 2024

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# Introduction

The St. Mary's County Library serves a community with a colonial and nautical heritage. Nestled within the picturesque landscapes of Southern Maryland, St. Mary's County boasts a storied history, from its indigenous peoples to early colonial settlements to its enduring maritime traditions.

The Library stands at the intersection of a rich historical legacy and future filled with adaptability and innovation. This strategic plan provides a step-by-step process to a future that celebrates inclusivity, accessibility, and forward-thinking initiatives. By embracing change and fostering innovation, the Library will grow in supporting every individual to flourish.

In a fast-changing, increasingly digital world, the time for library strategy is now. With strategy comes a shift in focus to the most useful and impactful services. Through this plan, the Library will strengthen its foundational core—integrating operations, collections, programs, physical spaces, and technologies—to support a thriving population in St. Mary's County.

The plan supports the Library's unwavering commitment to lifelong learning, literacy promotion, and bridging the digital divide. It ensures Library leaders have the flexibility to adapt to new challenges and opportunities. The journey to a strong and vibrant Library starts here.



# Strategic Planning Process

When the strategic planning process began in November 2023, the team set out to answer three key questions:

1. **What will St. Mary's County look like in 2028? What community needs and wants are within the Library's mission to provide?**
  - a. Research focused on demographics, interests, and evolving needs. Surveys, focus groups, individual interviews, demographic research, and consumer segmentation analysis were conducted.
2. **How can Library resources and services evolve to meet the identified community needs?**
  - a. Research focused on existing programs, collections, technology, and services to assess their alignment with the needs and wants of local residents.
3. **What strategic goals should the Library pursue to address community needs effectively, and what are the actionable objectives associated with these goals?**
  - a. Analysis and synthesis of information and data resulted in a clear set of strategic goals and objectives.

**BRIDGING TRADITION WITH TOMORROW is rooted in public input and data.** From collection performance to Library use to customer and resident segmentation and mapping, the strategic plan is based on facts. National best practices, local demographics, growth projections, economic and social climate, facility use, and programs engagement were also part of the analysis. Through a dedicated public engagement website, survey, focus groups, individual interviews, and direct staff participation, **ideas and feedback were gathered from nearly 400 residents.**

Data sources include:

- LibraryIQ collection data analytics
- LibraryIQ consumer and Library customer segmentation recommendations
- St. Mary's County Library strategic planning website
- United States Census
- Institute of Museum and Library Services

## Key Challenges

**A few key challenges emerged from the research process:**

1. Need for places residents can conduct meetings and meet neighbors to strengthen connections and build relationships.
2. Need for enhanced marketing and communication about Library services.
3. Need for a comprehensive programming plan, including streamlined programming.
4. Different customer needs in central vs. northern and southern parts of the County.
5. Transportation challenges, especially in rural areas.
6. Need for updated spaces and opportunities to engage with literacy, art, and cultural activities.
7. Need for spaces to support literacy activities, especially in Lexington Park.
8. Need for quality services outside Library building walls.
9. Need for all residents to use technology to its fullest for work, school, and life enrichment.

# Guiding Statements

## VISION

We inform and inspire.

## MISSION

We connect people with ideas and information in a diverse community, valuing opportunity and education for all.



# Core Values and Guiding Principles

## EDUCATION

- Build collections that inform and entertain, promote the development of skills and lifelong learning, and spark creativity
- Ensure our collections are diverse, inclusive, and accessible to all
- Support and defend our customers' right to access information without judgment
- Inspire a love of learning and foster wisdom

## SERVICE

- Develop a friendly, knowledgeable, and responsive staff who anticipate and exceed our community's diverse needs and expectations
- Provide training and opportunities for continued employee growth
- Embrace change and innovation

## COMMUNITY

- Serve all members of our community, respecting our diversity
- Seek creative community partnerships and welcome volunteers
- Engage in joint efforts with regional and state library partners to achieve our mission

## INTEGRITY

- Be accountable to the citizens of St. Mary's County
- Be good stewards of funds and resources provided by St. Mary's County, the State of Maryland, the Friends of the St. Mary's County Library, and the St. Mary's County Library Foundation
- Be fair and ethical in all our dealings with customers and staff
- Protect our customers' privacy and preserve intellectual freedom

# Organizational Priorities/Planning Themes



## DIGITAL LITERACY

St. Mary's County Library will empower the community with essential digital literacy skills and ensure equitable access to digital resources and information.



## EMBRACE INNOVATION

St. Mary's County Library will seek and embrace opportunities to serve as a true community gathering place and hub for information, entertainment, and life enrichment.



## COMMUNITY GATHERING

St. Mary's County Library will provide modern, welcoming services and spaces that bring the community together.



## YOUNG MINDS

St. Mary's County Library will empower young minds through innovative programs, resources, and spaces that inspire curiosity, critical thinking, and creativity.

# Action Plan

Below are detailed priorities, objectives, and timelines for achieving the Library's organizational priorities.

# DIGITAL LITERACY

**St. Mary's County Library will empower the community with essential digital literacy skills and ensure equitable access to digital resources and information.**

## DIGITAL LITERACY ACTIONS

### **Strategy: Ensure a comprehensive understanding of customer-facing technology among Library leaders and staff**

- Objective: Offer one or more all-staff trainings per year on existing and potential customer-facing technology (including artificial intelligence) and its applications in everyday life
  - Timeline: FY24-25
  - Partner: Library Only
  - Funding: Library Budget

### **Strategy: Help close the “tech-fluency” gap for residents, particularly in emerging technologies**

- Objective: Enhance offerings about consumer-facing AI tools (ChatGPT, Bard, Sora) and instruction in use
  - Timeline: FY 25-26
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Continue to offer at least one information literacy program each year for adults and children
  - Timeline: FY 25-26
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Create a process for which suggestions from the public and staff for new customer-facing technology are reviewed. Communicate results to the person who made the suggestion
  - Timeline: FY 25-26
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Transition desktop computers to laptops and provide lounge-style seating for laptop use
  - Timeline: FY 27-28
  - Partner: Library Only
  - Funding: Dedicated Capital (Grants, etc.)

### **Strategy: Dedicate time for Library leaders and staff to research and explore new, tech-inspired ideas**

- Objective: Provide cross-training opportunities to empower all staff to provide technology programs and support
  - Timeline: FY 26-27
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Continue to collaborate with and learn from leading libraries and organizations on technology and applications
  - Timeline: FY 26-27
  - Partner: Community Organizations
  - Funding: Local Government Support
- Objective: Support Virtual Services Coordinator and emerging technology teams as they monitor and explore trends and train employees, introducing innovative technologies
  - Timeline: FY 26-27
  - Partner: Library Only
  - Funding: Library Budget

## **Strategy: Position the Library as a place for technology access and support**

- Objective: Offer training to the public on creating useful outputs like a budget, newsletter, or sign rather than specific tools like Excel or Powerpoint. Consider integrating AI training
  - Timeline: FY 25-26
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Host “bring your device” hours during which staff (digital navigators) provide one-on-one tech help. Market to targeted audiences and maintain an informal approach
  - Timeline: FY 26-27
  - Partner: Library Only
  - Funding: Library Budget

## **Strategy: Provide focused, limited, high-value customer-facing technology**

- Objective: Strongly market the Memory Lab equipment: digitize print photos, VHS tapes, 8mm home movies, etc.
  - Timeline: FY 25-26
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Provide appropriate smart tools throughout all Library locations such as videoconferencing screens, adjustable height desks, built in charging ports, etc., using allocated FY25 county funding for meeting rooms at Lexington Park and Charlotte Hall, as budget allows
  - Timeline: FY 27-28
  - Partner: Local Government
  - Funding: Local Government Support
- Objective: Provide Adobe Creative Suite or other graphic design software as funding allows
  - Timeline: FY 27-28
  - Partner: Library Only
  - Funding: Library Budget

## **Strategy: Raise awareness of services available on the website (virtual library)**

- Objective: Strongly market electronic collection. Stress value and convenience in messaging
  - Timeline: FY 24-25
  - Partner: Library Only
  - Funding: Library Budget

## **Strategy: Improve electronic collection access and ease-of-use**

- Objective: Increase engagement among electronic- only users via targeted marketing
  - Timeline: FY 24-25
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Adjust collection budget to align with demand for physical and electronic materials. Consider expanding electronic materials budget to support increased circulation
  - Timeline: FY 26-27
  - Partner: Library Only
  - Funding: Local Government Support
- Objective: Provide electronic library card registration via QR code at coffee shops, health care facilities, laundromats, etc. Encourage electronic collection use
  - Timeline: FY 26-27
  - Partner: Local Business Community or Chamber of Commerce
  - Funding: Library Budget



# EMBRACE INNOVATION

St. Mary's County Library will seek and embrace opportunities to serve as a true community gathering place and hub for information, entertainment, and life enrichment.

## INNOVATION ACTIONS

### **Strategy: Make accessing Library services easy for all County residents**

- Objective: Use consumer segmentation data to design and provide events that appeal to specific segments of the population
  - Timeline: FY24-25
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Explore less structured programs for teens and adults. This could include informal book discussions, gaming, etc.
  - Timeline: FY24-25
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Ensure Mobile Library visits rural areas in a regular and predictable cadence
  - Timeline: FY25-26
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Explore grant funding for a pop-up library, Library programs, or pick up lockers for remote regions of the County
  - Timeline: FY25-26
  - Partner: Community Partners
  - Funding: Dedicated Capital (Grants, etc.)
- Objective: Explore partnership with County agencies and organizations to create transportation options to Library buildings, especially for teens and rural customers
  - Timeline: FY26-27
  - Partner: Local Government
  - Funding: Local Government Support
- Objective: Revise staffing times and programs to accommodate customers' schedules as possible in planning services and events
  - Timeline: FY26-27
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Enhance makerspace technology as funding allows, to include DIY, recording/podcasting equipment, etc.
  - Timeline: FY27-28
  - Partner: Library Only
  - Funding: Dedicated Capital (Grants, etc.)

### **Strategy: Provide arts, culture, and literacy opportunities**

- Objective: Enhance offerings of arts events such as storytelling, poetry, local history, and music open mic nights
  - Timeline: FY25-26
  - Partner: Community Partners
  - Funding: Library Budget
- Objective: Expand opportunities for local artists and authors to showcase their work, including possible art space at Charlotte Hall
  - Timeline: FY25-26
  - Partner: Community Partners
  - Funding: Library Budget
- Objective: Provide personalized reading suggestion lists by request on the website

- Timeline: FY25-26
- Partner: Library Only
- Funding: Library Budget

## **Strategy: Raise awareness of the Library and its services in St. Mary's County**

- Objective: Explore Every Door Direct Mail (EDDM) or other marketing avenues to promote specific Library services to all residents in selected zip codes, as funding allows
  - Timeline: FY24-25
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Conduct one targeted marketing campaign to each of the top three customer segmentation cohorts (as identified in 2024) to engage new users
  - Timeline: FY24-25
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Create and post four short videos each year promoting specific programs/ services on Instagram or other social platform
  - Timeline: FY24-25
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Enhance use of school communication channels to market Library services to students and families
  - Timeline: FY24-25
  - Partner: Schools
  - Funding: Library Budget
- Objective: Ensure marketing materials and signage are available in Spanish
  - Timeline: FY24-25
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Bundle outreach services, including the mobile library, under one brand. Promote through consistent marketing activities
  - Timeline: FY24-25
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Explore adding Library events and services to Parks and Recreation and other community calendars
  - Timeline: FY26-27
  - Partner: Local Government
  - Funding: Local Government Support
- Objective: Create a simple slide presentation and encourage Library representatives to share at community events
  - Timeline: FY27-28
  - Partner: Library Only
  - Funding: Library Budget

## **Strategy: Create awareness of the value of Library services**

- Objective: Calculate and communicate dollar value to total quarterly print/electronic book checkouts, literacy/other programs, and technology access. Calculate totals and communicate on website
  - Timeline: FY24-25
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Collect and post on website and social media two to three customer testimonials telling the story of the Library as an essential community resource
  - Timeline: FY26-27
  - Partner: Library Only
  - Funding: Library Budget

## **Strategy: Continue transparent and fiscally responsible operations**

- Objective: Establish Key Performance Indicator (KPI) for staff workflow
  - Timeline: FY24-25
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Use data to establish and monitor performance indicators, while maintaining appropriate attention to DEI, for: 1. Customer engagement; 2. Collection code size balanced with circulation; 3. Collection weeding; 4. Collection selection (minimizing items that never circulate); 5. Budget allocations for physical and electronic materials
  - Timeline: FY24-25
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Schedule staff meetings on a regular cadence to discuss community input. Review performance indicators with staff teams
  - Timeline: Throughout planning period
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Enhance grant success by implementing and supporting the Grants and Development Coordinator position
  - Timeline: FY26-27
  - Partner: Government and Granting Institutions
  - Funding: Library Budget

## **Strategy: Support life skills and healthy living**

- Objective: Continue to participate with the County on one or more community-wide wellness events each year
  - Timeline: FY24-25
  - Partner: Health Organization
  - Funding: Library Budget
- Objective: Continue to partner with Parks and Recreation and other agencies to offer at least four events each year such as yoga and meditation
  - Timeline: FY24-25
  - Partner: Local Government/Health Organization/Businesses
  - Funding: Local Government Support
- Objective: Continue to provide opportunities for career readiness. Use Library resources such as LinkedIn Learning and partner with workforce readiness organizations
  - Timeline: FY24-25
  - Partner: Local Government/Education Organization
  - Funding: Library Budget
- Objective: Continue to provide college and job readiness programs for teens in topics like job/college app assistance, FAFSA preparation, and financial literacy
  - Timeline: FY24-25
  - Partner: Local Government/Education Organization
  - Funding: Library Budget
- Objective: Enhance sustainability programs, with at least two programs in food sovereignty (cooking, food preservation, and gardening), and other sustainable lifestyle topics
  - Timeline: FY25-26
  - Partner: Health Organization
  - Funding: Library Budget
- Objective: Enhance life skills programs (financial literacy, sewing and mending, etc.) or affordable living classes (couponing, etc)
  - Timeline: FY25-26
  - Partner: Community Partners
  - Funding: Library Budget

## **Strategy: Support economic development**

- Objective: Continue to offer a variety of workforce development and business development events each

year such as career upskilling, resume review, and interview coaching, business plans, etc.

- Timeline: FY25-26
- Partner: Local Business Community or Chamber of Commerce
- Funding: Library Budget
- Objective: Foster and maintain relationships with local business owners. Seek input regularly about technology and services
  - Timeline: FY26-27
  - Partner: Local Business Community or Chamber of Commerce
  - Funding: Library Budget

# COMMUNITY GATHERING

St. Mary's County Library will provide modern, welcoming services and spaces that bring the community together.

## COMMUNITY GATHERING ACTIONS

### Strategy: Support family gathering

- Objective: Provide multigenerational programs or events (Family Fun) at least three times per year (example: Pop Culture events)
  - Timeline: FY25-26
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Host pop-up library services at one large family-friendly event in the community. This could include Library card registration, bringing physical books to check out, QR codes to access the electronic collection, and simple STEM activities
  - Timeline: FY26-27
  - Partner: Local Government
  - Funding: Library Budget

### Strategy: Provide modern, efficient library facilities

- Objective: Conduct two one-week facility usage reviews at Charlotte Hall. Count each visit and survey visitors to determine the reason for the visit (check out a book, attend a program, use Wi-Fi, etc.)
  - Timeline: FY24-25
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Use data to determine average foot traffic by hour/day and peak times of Library use. Use this data to determine best hours of operation
  - Timeline: FY24-25
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Use data to understand collection use and appropriate necessary shelf space by collection
  - Timeline: FY24-25
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Explore grants to foster sustainability of buildings, including solar and other energy-saving features
  - Timeline: FY24-25
  - Partner: Local Government
  - Funding: Dedicated Capital (Grants, etc.)
- Objective: Partner with County to prepare for Charlotte Hall building renovation and plan for statewide capital grant
  - Timeline: FY25-26
  - Partner: Local Government
  - Funding: Dedicated Capital (Grants, etc.)
- Objective: Create outdoor space for reading, relaxing, and picnics
  - Timeline: FY27-28
  - Partner: Local Government
  - Funding: Dedicated Capital (Grants, etc.)

### Strategy: Ensure Library spaces are inviting, comfortable, and useful

- Objective: Partner with community organizations to provide walking clubs that meet at Library locations
  - Timeline: FY24-25
  - Partner: Local Government/Businesses
  - Funding: Dedicated Capital (Grants, etc.)

- Objective: Provide remote working areas (including Zoom- and Teams-ready spaces)
  - Timeline: FY27-28
  - Partner: Local Government
  - Funding: Dedicated Capital (Grants, etc.)
- Objective: Explore possibilities for high-quality coffee cart or food truck visits to Library locations. Ensure visits are regular, predictable, and well-marketed
  - Timeline: FY27-28
  - Partner: Local Business
  - Funding: Dedicated Capital (Grants, etc.)

## **Strategy: Enhance an inclusive St. Mary's County Library**

- Objective: Use consumer segmentation data to design and provide events that appeal to specific segments of the population
  - Timeline: FY24-25
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Continue staff training to enhance the culture of excellent customer service. Focus training on removing barriers to inclusion and “soft skills” such as empathy, interpersonal competence, and open-mindedness
  - Timeline: FY24-25
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Enhance staff training in DEI topics
  - Timeline: FY24-25
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Execute actionable recommendations from Library DEI Team
  - Timeline: FY24-25
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Conduct staff training in community development library skills including incorporating outreach into most services and continuously seek community feedback
  - Timeline: FY25-26
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Collaborate with user groups that regularly meet in the Library to ask opinions about potential new programs and programs that have run their course
  - Timeline: FY25-26
  - Partner: Community Partnerships
  - Funding: Library Budget
- Objective: Enhance programming that incorporates DEI principles and reflects all members of our community
  - Timeline: FY26-27
  - Partner: Community Partnerships
  - Funding: Library Budget
- Objective: Explore options for more community-led programming in which County residents offer programs at the Library with staff guidance
  - Timeline: FY26-27
  - Partner: Community Partnerships
  - Funding: Library Budget

## **Strategy: Educate residents about modern library services**

- Objective: Conduct communication campaign to boost understanding among residents that libraries are places to connect with the community, access exciting technology, have fun, and learn
  - Timeline: Throughout planning period
  - Partner: Library Only
  - Funding: Library Budget

- Objective: Create a broader email database by collecting email addresses at parks and other community events, Library programs, etc.
  - Timeline: FY26-27
  - Partner: Local Government
  - Funding: Library Budget

## **Strategy: Emphasize sustainability in Library operations and services**

- Objective: Encourage staff to notice and implement four ways to reduce waste throughout the system to improve each year, including in purchasing, and creating a sustainability team to review
  - Timeline: FY26-27
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Educate residents about responsible consumption through Library programs
  - Timeline: FY26-27
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Provide programs in a variety of spaces throughout the service area (parks and recreation spaces, etc.) to increase convenience, shorten travel distance, and reach a larger audience
  - Timeline: FY26-27
  - Partner: Community Partnerships
  - Funding: Library Budget
- Objective: Enhance resources for home gardening, including a seed library and three programs on organic gardening, composting, etc. every year
  - Timeline: FY26-27
  - Partner: Community Partnerships
  - Funding: Library Budget
- Objective: Explore feasibility of materials delivery for customers with limited mobility and reduce travel distances
  - Timeline: FY27-28
  - Partner: Community Partnerships
  - Funding: Library Budget

# YOUNG MINDS

St. Mary's County Library will empower young minds through innovative programs, resources, and spaces that inspire curiosity, critical thinking, and creativity.

## YOUNG MINDS ACTIONS

### Strategy: Ensure children develop a love of reading

- Objective: Develop displays to bring increased visibility to the Children's Collection
  - Timeline: FY24-25
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Generify the Children's Fiction collection
  - Timeline: FY25-26
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Increase elementary school age programs by 50%
  - Timeline: FY26-27
  - Partner: Library Only
  - Funding: Library Budget

### Strategy: Help ensure children enter kindergarten ready to read

- Objective: Increase support and services for childcare providers and informal caregivers of young children in ways that support the Early Childhood pillar of the Blueprint for Maryland's Future
  - Timeline: FY25-26
  - Partner: Local Government
  - Funding: Library Budget
- Objective: Align early-childhood programs and staff training with revised Maryland Early Learning Standards
  - Timeline: FY25-26
  - Partner: Local Government
  - Funding: Library Budget
- Objective: Enhance marketing for 500 by Five Books program
  - Timeline: FY25-26
  - Partner: Library Only
  - Funding: Library Budget
- Objective: Provide Early Literacy Kits for checkout
  - Timeline: FY25-26
  - Partner: Library Only
  - Funding: Dedicated Capital (Grants, etc.)
- Objective: Conduct targeted, branded campaigns for early literacy, reading challenges, and services for seniors. Create one campaign for each service each year
  - Timeline: FY25-26
  - Partner: Library Only
  - Funding: Library Budget

### Strategy: Engage new parents in early literacy activities

- Objective: Provide Welcome to the Library brochure in hospital/health care provider take-home packet to all new parents
  - Timeline: FY27-28
  - Partner: Health Organization
  - Funding: Library Budget
- Objective: Provide Reading to Your Child guides for new parents in hospital/health care provider take-home packet
  - Timeline: FY27-28



- Partner: Health Organization
- Funding: Library Budget
- Objective: Create book bundles for new parents including parenting information and picture books (include information about this in new parent welcome packet)
  - Timeline: FY27-28
  - Partner: Health Organization
  - Funding: Library Budget
- Objective: Market book bundles to new parents at hospitals and other health care providers
  - Timeline: FY27-28
  - Partner: Health Organization
  - Funding: Library Budget

### **Strategy: Amplify early literacy services through partnerships**

- Objective: Enhance partnerships with community educational organizations such as museums, historic sites, parks, etc.
  - Timeline: FY25-26
  - Partner: Community Partnerships
  - Funding: Library Budget
- Objective: Engage in school and community educational events including Literacy Fair, Science Fair, and History Day
  - Timeline: FY27-28
  - Partner: Schools
  - Funding: Library Budget
- Objective: Enhance communication with teachers and media specialists to promote use of SMART (student) Cards
  - Timeline: FY27-28
  - Partner: Schools
  - Funding: Library Budget

### **Strategy: Provide literacy opportunities for families**

- Objective: Increase options for families to engage in STEM activities together (for example after school initiatives such as a STEM area for elementary and middle grade students)
  - Timeline: FY27-28
  - Partner: Schools
  - Funding: Library Budget
- Objective: Provide concurrent activities for children and guardians. Make activities complementary as possible to spark family discussion, ensuring guardians are on hand to monitor children as needed
  - Timeline: FY27-28
  - Partner: Schools
  - Funding: Library Budget
- Objective: Create STEM spaces for coding, robotics, etc. for elementary and middle grades students at all locations
  - Timeline: FY27-28
  - Partner: Local Government
  - Funding: Dedicated Capital (Grants, etc.)

***This plan is largely funded by a grant from the Institute of Museum and Library Services and the Maryland State Library Agency.***

# Appendix 1: Environmental Scan

## Demographics

St. Mary's County, Maryland has a total population of around 113,182 - 56,632 (50%) females and 56,550 (50%) males. The median age is 36 years. An estimated 24% of the population is under 18 years, 36% is 18 to 44 years, 27% is 45 to 64 years, and 13% is 65 years and older.

There are 41,280 households in St. Mary's County, Maryland. The average household size is around three people.

An estimated 95% of the people living in St. Mary's County, Maryland are US natives. 50% of the population are living in the state where they were born.

## Economics

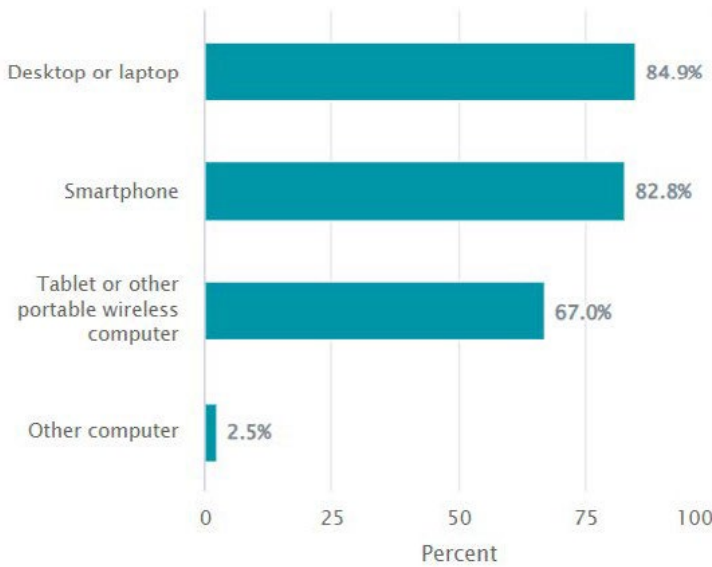
The median income of households is \$95,864. An estimated 3% of households have income below \$10,000 a year and 12% have income over \$200,000 or more (US Census American Community Survey.

<https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/2020/report.php?geotype=county&state=24&county=037>).

## Household Income



## Technology



Among all households, 74% have a cellular data plan; 74% have a broadband subscription such as cable, fiber optic, or DSL; 7% have a satellite internet subscription; .3% have dial-up alone; and .1% have some other service alone (US Census American Community Survey.

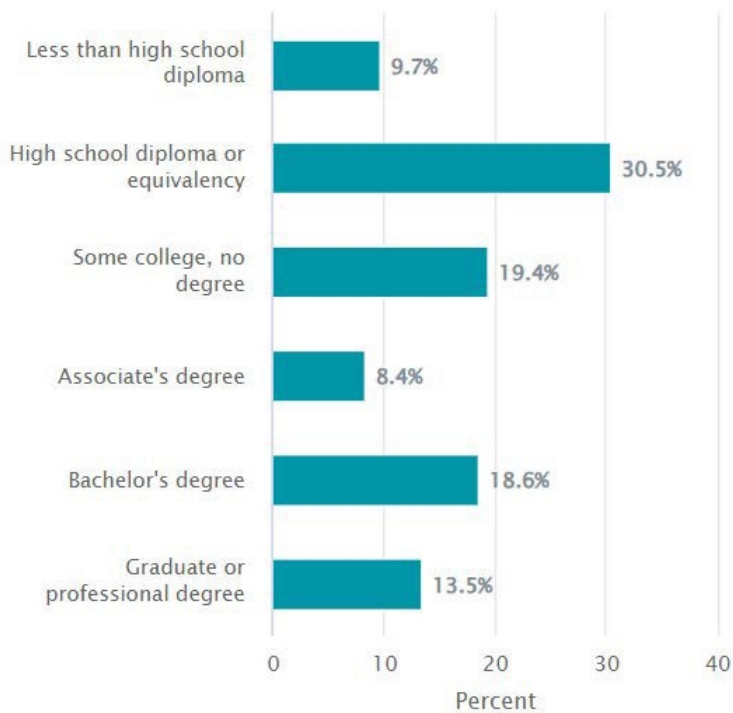
<https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/2020/report.php?geotype=county&state=24&county=037>).

## Education

90% of people 25 years and over have at least graduated from high school and 32% have a bachelor's degree or higher. An estimated 10% did not complete high school.

The total school enrollment is around 29,775. Nursery school enrollment is 1,283 and 1,916 and kindergarten through 12th grade enrollment was 19,923. College or graduate school enrollment was 7,936 (US Census American Community Survey. <https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/2020/report.php?geotype=county&state=24&county=037>).

## Educational Attainment



## Employment

Civilian employed population 16 years and over	Number	Percent
Management, business, sciences, and arts occupations	25,826	46.2
Service occupations	8,181	14.6
Sales and office occupations	9,953	17.8
Natural resources, construction, and maintenance occupations	6,244	11.2
Production, transportation, and material moving occupations	5,738	10.3



This project has been made possible by the Institute of Museum and Library Services and the Maryland State Library Agency.