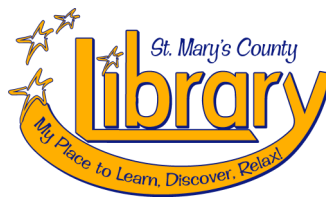


St. Mary's County Library

Strategic Plan

2016– 2020





Guiding Statements

Our Vision for St. Mary's: A literate and diverse community that values opportunity and education for all.

Our Mission: We share resources and information to promote reading, inspire learning, and connect our community.



Our Core Values and Guiding Principles

Education

- ✧ Build collections that inform and entertain, support the building of skills and life-long learning, and spark creativity
- ✧ Ensure our collections are freely open to all
- ✧ Inspire a love of reading and learning through resources and programming, promoting health in mind and body, and fostering wisdom

Service

- ✧ Develop friendly, knowledgeable, and responsive staff to provide excellent service to all
- ✧ Embrace change and constantly innovate, reimagining our service to meet changing needs and expectations
- ✧ Expect outstanding results for our customers and from each other



Our Core Values and Guiding Principles

continued

Relationships

- ✧ Respect people in all their diversity and welcome everyone in our community
- ✧ Provide training and opportunities for continued growth
- ✧ Responsive to our Trustees, Friends of the Library, and volunteers, seeking creative community partnerships, and engaging in joint efforts with regional and state library partners to achieve our mission

Integrity

- ✧ Be good stewards of funds and resources, fair, and ethical in all our dealings with customers and staff
- ✧ Be honest with ourselves and others, always accountable, and always true to our word
- ✧ Protect our customers' privacy and preserve intellectual freedom, including the right to read and access information



Our Goals and Strategies

Goal 1: Inspire Learning: our customers will discover the joy of learning and pleasure of reading at every stage of life, experiencing personal growth

★ **Strengthen our effectiveness for the youth of St Mary's County:**

- Foster literacy and learning from early childhood on
- Support teens' college and job preparation and creativity
- Increase opportunities for young minds to get and maintain library cards

★ **Lifelong Learning: high-quality resources help our users grow at every stage of life**

- Job skills and workforce development
- Digital literacy
- All areas of learning
- Reconsider and expand services for all adults, especially our growing population of those 50 and older

★ **The Joy of Reading: foster a love of reading for pleasure**

- Readers Advisory: Connecting people to books
- Programming, resources, and media expand knowledge of and access to reading enjoyment



Our Goals and Strategies

Continued

Goal 2: Increase access: our community will have greater access to information, ideas and narratives, well-designed and maintained physical spaces, and easy to use digital collections.



Create a Comfortable Space for Learning

- Our facilities will keep pace with the growing demands of an expanding community
- Library physical spaces will be inviting community hubs
- Our communications will be well-designed, accessible, and branded with graphics to convey our mission successfully
- Our collection will be relevant, popular, and responsive to demand
- Library technology and bandwidth will keep pace with user demand
- Drive new models for access: promote digital content growth and advocate for beneficial business models and formats



Goal 3: Build Community: enhance the library's effectiveness through partnerships to leverage resources



Strengthen partnerships with library supporters

- Friends of the Library and a possible foundation



Foster and maintain community partnerships

- Schools and institutions of higher education
- Early Childhood organizations
- Workforce development agencies
- Community development agencies
- Veterans' organizations

Goal 4: Build a Culture of Innovation: develop employees who improve their skills, innovate, and thrive in a time of change



Ensure training and support that keeps staff both current and future-focused



Foster and reward staff's creativity and calculated risk-taking



Manage creatively and flexibly to build a staff that embraces change



Our Goals and Strategies

Continued

Goal 5: Foster Sustainability

- ★ **Ensure the library's fiscal viability through effective advocacy and constantly improving policies and practices**
- ★ **Respect St Mary's County's natural environment and realize efficiencies gained through sustainability principles**

