

Mount Morris Library

121 Main Street

Mount Morris, New York 14510

Mount Morris Library Long Range Plan 2018-2020

Planning Summary

The Mount Morris Strategic Planning process took place during November 2017 through January 2018. During that time, the library conducted three separate community focus groups, sought community input through a questionnaire, conducted interviews with community leaders, and hosted a board retreat for library Trustees. The information gathered during these activities aided the library's Planning Committee to identify the following three Strategic Initiatives that the library will focus on over the next three years (2018-2020):

1. Physical Space: Updating the Facilities
2. Expanded Programming: Creating Events for Adults and Teens
3. Community Outreach: Ongoing Communication with our Service Area

Mission

The Mount Morris Library seeks to be a safe environment where people can socialize, relax, and learn. It will be a place for expression of ideas, suggestions, and comments. The library will function in the traditional role of providing material for education and enjoyment.

Strategic Initiatives

I. Physical Space: Updating the Facility

- A. Outcome: Develop a comprehensive Facilities Plan
 1. Project Lead - Board President Stephanie Gehrig
 2. Project Lead - Library Director Sharon Stanley.
- B. Activity One: Develop a board approved facilities plan that includes the following projects
 1. Expanded Programming Space
 2. Private Tutoring Area
 3. ADA Compliant Restroom

- C. Activity Two: Secure adequate funding for facility projects once Activity One is complete
 - 1. Present the Facilities Plan to the Board of Supervisors for funding support
 - 2. Raise 259 tax levy to cover costs of funding
 - 3. Community with Pioneer Library System to set up a schedule for applying for NYS Construction Aid for eligible projects

II. Expanded Programming: Creating Events for Adults and Teens

- A. Outcome: Increase programming catalog for teens and adults
 - 1. Project Lead - Programming Committee
 - 2. Project Lead - Friends of the Mount Morris Library
 - 3. Project Lead - Library Director
- B. Activity One: Develop a programming schedule with recommended programs from the following organizations (Deadline: Every May for the duration of this plan).
 - 1. Summer Recreation Program
 - 2. Friends of the Mount Morris Library
 - 3. Mount Morris Central School District

III. Community Outreach: Ongoing Communication with our Service Area

- A. Outcome: Ongoing work to connect with the community.
- B. Activity One: Hold six community conversations annually with different members of the community to discover their aspirations, big decisions, and challenges they will face. Use this information to improve other areas included in this plan or to develop the next plan.
- C. Activity Two: Develop a formal PR campaign to communicate library events and programs to the community. The library will experiment with the following media.
 - 1. Online calendar through Burbio connected to the library's website
 - 2. MailChimp Newsletter - Develop a sign up list for email addresses at the front desk and other list building activities

Adopted by the Mount Morris Library Board of Trustees May 14, 2018.

