

# Mount Morris Library

121 Main Street

Mount Morris, New York 14510

## Mount Morris Library Long Range Plan 2022-2024 Update

### 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 library also conducted a Community Perception Survey, with the assistance of Causewave in Rochester, in 2022. The information gathered during these activities aided the library's Planning Committee to identify the following three Strategic Initiatives that the library will continue to focus on over the next three years:

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
  2. Project Lead - Library Director
- 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

*Activity One has been completed. Reference MRB expansion plans.*

- 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 OWWL 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 - Board of Trustees Programming Committee
  - 2. Project Lead - Library Director
  - 3. Project Lead - Youth Service Coordinator
- B. Activity One: Develop a programming schedule in consideration of recommendations from the following stakeholders (Deadline: Every May for the duration of this plan).
  - 1. Youth Services Coordinator
  - 2. Library patrons
  - 3. Mount Morris Central School District
  - 4. Community education groups, including but not limited to the Cornell Cooperative Extension (CCE), Lifespan, Livingston County DOH, Trauma Informed Committee (TIC), etc.

## **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 community stakeholders 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. Stakeholders should include:
  - 1. Library patrons
  - 2. Town and village officials, including governmental staff and law enforcement
  - 3. Mount Morris Central School faculty, staff, and officials
  - 4. Local business owners
  - 5. Local community groups, including but not limited to civic groups, business groups, religious groups, and community beautification groups
- C. Activity Two: Develop a formal PR campaign to communicate library events and programs to the community. The library will use the following media:

1. Facebook and other social media designated by Director in communication with the Board
  2. Official library website being updated 2023-2024. Current site is: [MML](#)
  3. LibCal – online calendar linked to library’s website that provides information about library programming in Mount Morris and throughout the system
  4. Physical promotional materials provided in-house
  5. Digital Newsletter – list consists of patron-authorized emails collected from new card enrollments, as well as online registration form and paper registration form at circulation desk
- D. Activity Three: Participate in/have a physical presence at community events, such as Christmas in Mount Morris, Halloween on Main Street, and Glory Days, etc.
1. Presence should include updated marketing materials promoting library services and programs
  2. Presence should also include interactive activities to demonstrate goodwill and library value to non-library users
- E. Activity Four: Develop and maintain ongoing open conversations/relationships with community stakeholders

Adopted by the Mount Morris Library Board of Trustees May 14, 2018. Revised and Adopted September 11, 2023