

Mount Morris Library

121 Main Street

Mount Morris, New York 14510

Mount Morris Library Long Range Plan 2024-2027

Planning Summary

The Mount Morris Strategic Planning process took place during January 2024 through January 2027. 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 in identifying 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 with equal and inclusive access.

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. Reorganization of library space and redistribution of materials
 2. ADA Compliant Restroom
- C. **Activity Two: Secure adequate funding for facility projects**
- D. **Activity Three: Utilize survey results and community input to keep the library environment comfortable, safe, and welcoming**

II. Expanded Programming: Creating Events for Adults and Teens

- A. Outcome: Increase programming for teens and adults that promotes civic engagement, inclusivity, and advocacy
 - 1. Project Lead - Library Director
 - 2. Project Lead - Youth Service Coordinator
 - 3. Board of Trustees Programming Committee
- B. Activity One: Develop a programming schedule in coordination with
 - 1. Youth Services Coordinator
 - 2. Livingston County Office of the Aging
 - 3. OWWL and Collaborative Summer Library Program

III. Community Outreach: Ongoing Communication with our Service Area

- A. Outcome: Ongoing work to connect with the community
- B. Activity One: Create a Stakeholder Committee that could include, but not limited to:
 - 1. Library patrons
 - 2. Mount Morris Central School faculty, staff, and officials
 - 3. Local business owners
 - 4. Local community groups, including but not limited to civic and business groups
- C. Activity Two: 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. 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 and local publications
- 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
 - 3. Collaboration with local entities such as MM Historical Society, Be Well in Mount Morris, Mount Morris Community Garden
- E. Activity Four: Develop and maintain ongoing open conversations/relationships with community stakeholders in order to identify library’s strengths, weaknesses, and opportunities

