

Marion County Public Library System Long Range Plan 2011-2014

Vision

The Marion County Public Library System is a vital community center that educates, informs, enriches, empowers and entertains.

Mission

The Mission of the Marion County Public Library System is to enhance the quality of life of the Marion County Community by:

- Providing convenient access to information
- Nurturing personal growth and lifelong learning
- Fostering a literate community and
- Stimulating and encouraging an interest in reading and learning among youth.

To guide our work with each other and the community we serve, we value and are dedicated to the following:

- A well-trained staff
- Quality customer service
- Respect for the individual
- Teamwork and partnerships
- Free and equal access to information
- Responsible stewardship of taxpayer resources and
- Welcoming physical and virtual environments.

Goals

Goal 1: The Marion County Community will have convenient access to information, both physically and virtually.

Goal 2: The Marion County Community will find resources and services at the Public Library which nurture personal growth and lifelong learning.

Goal 3: The Marion County Community will find resources and services at the Public Library to become a more literate community.

Goal 4: Marion County youth will find resources and services at the Public Library which stimulate and encourage their interest in reading and learning.

Implementation Statement

The implementation of goals or objectives is subject to funding appropriated by the Marion County Board of County Commissioners during the regular annual budget process or via grant dollars. Approval of this plan does not commit future Boards to the expenditure of funds. This plan serves only to guide and facilitate the development of library services.

Marion County Public Library System Goals and Objectives 2011-2014

Goal 1: The Marion County Community will have convenient access to information, both physically and virtually.

Physical

Objective 1.1 **Collections**

Procedures and practices are such that library materials are made available in a timely manner.

Objective 1.2 **Facilities**

Activities associated with the pursuit of new facilities in Silver Spring Shores, Marion Oaks and West Ocala and the expansion of the Freedom Public Library will occur according to the allocation of funds and an approved Marion County Capital Improvement Plan.

Objective 1.3

Continue to provide a safe and welcoming physical environment in which to utilize library services.

Objective 1.4

Post sufficient internal and external signage to guide library users.

Objective 1.5 **Public Service Hours**

Increase the number of public service hours at Reddick Public Library and Ft. McCoy Public Library.

Objective 1.6 **Reciprocal Borrowing Agreements**

Maintain reciprocal borrowing agreements with geographically contiguous counties.

Virtual

Objective 1.7 **Library Catalog**

Investigate the feasibility of providing a content rich experience through a graphical interface.

Objective 1.8

Link local library collection information with electronic resources/databases to aid the public in using library resources.

Objective 1.9

Investigate the feasibility of implementing language options within the library catalog software.

Objective 1.10 **Library Web Page**

Improve access to library resources via the library web page. Children, teens and parents will find items, information and links of interest that are tailored for age appropriateness.

Objective 1.11

Provide mobile-based access to the library web page and to the library catalog.

Objective 1.12

Provide online access to library services such as events, calendars, meeting rooms, applications and forms.

Objective 1.13

Use website-based analytics to gather information for planning purposes.

Objective 1.14

Explore the feasibility of the expansion of materials in eBook format.

Objective 1.15

Investigate the possibility of the inclusion of downloadable audio books.

Objective 1.16 **Printing**

Investigate options for patrons to print wirelessly from their own digital devices.

Goal 2: The Marion County Community will find resources and services at the Public Library which nurture personal growth and lifelong learning.

Objective 2.1 **Community Involvement**

Encourage individual and group participation in the development of the library collection through monetary and material donations.

Objective 2.2

Create a presence on the library web site to encourage donations in general.

Objective 2.3

Increase the library volunteer base at each library.

Objective 2.4 **Coordinate with Local Events**

Continue to identify library resources which coordinate with local interests and events.

Objective 2.5 Technology

Continue to participate in the statewide *Ask a Librarian* program.

Objective 2.6

Continue to provide basic and intermediate classes on how to use computers, software, the Internet and proprietary databases.

Objective 2.7

Continue to provide classes on new technologies and web trends as they are needed and partner with the appropriate agencies, as needed.

Objective 2.8

Create online tutorials to help users navigate library technology and the Web.

Objective 2.9 Programs, Classes and Meetings

Continue to provide programs, training classes and interest group meetings at library facilities and continue to partner with the appropriate agencies, as needed.

Objective 2.10

Continue to provide programs and services which support the development of job skills and the opportunity for employment and continue to partner with the appropriate agencies, as needed.

Objective 2.11 Staff Training

Develop increased skills through staff training sessions in order to better provide local history and business services assistance, reference/readers' advisory assistance, technology assistance and assistance for special needs users.

Goal 3: The Marion County Community will find resources and services at the Public Library to become a more literate community.

Objective 3.1 Early Literacy

Continue to provide programs and services to support early literacy development.

Objective 3.2 Information Literacy

Continue to provide information literacy training so that residents have the skills to search for, locate, evaluate and effectively use information to meet their needs.

Objective 3.3 Literacy

Continue to collaborate with organizations that provide literacy services.

Objective 3.4 Publicity to Non-User Populations

Continue to publicize library services to non-user populations.

Goal 4: Marion County youth will find resources and services at the Public Library which stimulate and encourage their interest in reading and learning.

Objective 4.1 Academic Support

Develop programs and services to provide students with homework help.

Objective 4.2

Provide supplemental support for both home school and public/private school curricula.

Objective 4.3

Continue to provide field trip/tours of the library.

Objective 4.4

Maintain existing and develop new collaborative relationships with local educators and community organizations.

Objective 4.5

Continue to encourage reading for enjoyment.

Objective 4.6 Programs

Continue to provide in-house children's programming.

Objective 4.7

Develop an Internet safety program to share with children, teens and parents.

Objective 4.8

Continue to provide offsite preschool, children's and teen-oriented programming.

Objective 4.9 Young Adult Involvement

Continue to provide young adults the opportunity for input on library programs, services and issues.