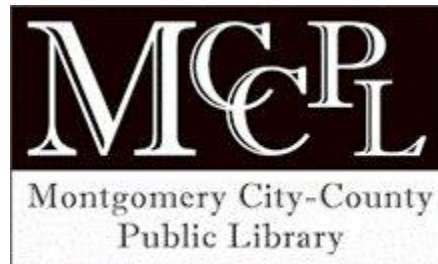


*Montgomery City-County Public Library
PO Box 1950
Montgomery, Alabama
36102*



Library Long Range Plan

2020 - 2025

*www.mccpl.lib.al.us
334-625-4300*

Jaunita Owes, Library Director

Montgomery City County Public Library

The Long Range Plan of the Montgomery City-County Public Library (the Library) is intended to serve as a guide to growth of programs and services of the public library for the next five years.

GOAL 1

Everyone will continue to have high-speed access to the digital world to ensure that they can take advantage of the ever-growing resources and services available through the Internet.

Objectives

- 1.1. Investigate security issues and validity of loaning laptops and other electronic handheld devices to library patrons by fall of 2020.
- 1.2. Develop policy and procedure to support the lending of devices to library patrons based on objective 1.1 by 2021.
- 1.3. Review links and refresh website monthly to stay relevant to users; add Broken Link option to the Ask a Librarian function on website.
- 1.4. Monitor and develop plan to increase usage of the website to ensure links are active 98% of the time.
- 1.5. Apply for increased funding, through E-rate, to cover cost of internal connections for advanced technology by 2021.
- 1.6. Continue to follow computer stations refresher plan to assess replacement needs; maintain staff and public access computer stations continuously.
- 1.7. Explore the possibility of wireless and color printing options at all locations of the Library.
- 1.8. Explore the feasibility of allowing patrons to print from home and pick up printed material from a library of their choosing.
- 1.9. Allow new patrons to register online for library cards to access online resources and preregister for print material.

GOAL 2

Young children (under age five) will have programs and services designed to ensure that they will enter school ready to read, write and listen.

Objectives:

- 2.1. Continue to increase the use of early literacy programs and services for children under age five, using books, computers and story programs.
- 2.2. Advertise, through media outlets outside of the Library, the availability of services and programs that help develop cognitive skills of children under age five.
- 2.3. Provide continued early literacy training to youth services staff through ALA and other educational initiatives.
- 2.4. By 2025 all libraries will have programs and/or resources that support early literacy for children under the age of three, through outreach to daycares, workshops or classes for caregivers, early literacy kits, or a Lap-sit/Toddler Time.
- 2.5. Update the Early Literacy Stations with new games and learning program to attract use by parents and young children.
- 2.6. Annually, survey the level of impact programs have upon young children through participation surveys completed by the parent or caregiver.
- 2.7. Support the creation of child-friendly play spaces through the purchase or donation of toys and items that encourage imaginative play.

GOAL 3

Children will have materials and programs that stimulate their imaginations and provide pleasurable reading, viewing and listening experiences.

Objectives

- 3.1. By 2024, record, promote, view and share story times, crafts, finger plays, flannel board activities and action songs using current media options via streaming video for those without transportation to the Library and to supplement library-based programming.
- 3.2. Annually, increase number of children (ages 5-12), by 5% to carry and use a library card by promoting library card sign-up during summer reading programs, the Back to School Boot Camp, homework assistance, and all library programs with special emphasis during the month of September.

3.3. By 2024, increase outreach programs at daycares and schools throughout Montgomery County.

3.4. Partner with community groups for shared events, programs, and training.

3.5. Annually, embrace new learning and entertainment technologies that appeal to children, and develop training and instructional programs in those technologies for both Library staff and users.

3.6. Annually, survey the level of impact programs have upon children through participation surveys completed by the parents, children and/or caregivers.

GOAL 4

Teens will have materials and programs that respond to their current interests and provide pleasurable reading, viewing and listening experiences.

Objectives

4.1. Monthly, Librarians at each location of the Library will submit a list of Young Adult titles to the Collection Development Librarian for suggested acquisition.

4.2. By 2022, establish a joint teen advisory council composed of one or more teens from each branch to assist Librarians in developing programs of interest to teens.

4.3. Annually, survey teen Library users to determine level of satisfaction with new programs, materials and services.

4.4. Annually, a minimum of 70% of teens surveyed will indicate that they found something good to read, listen to or view at the Library.

4.5. Annually, a minimum of 70% of teens attending a Library sponsored or co-sponsored program will evaluate the program as very good or excellent.

4.6. Annually, embrace new learning and entertainment technologies that appeal to teens and develop training and instruction programs in those technologies for both Library staff and Library users.

GOAL 5

Children and teens will have the books, media and digital resources they need to satisfy their curiosity and explore topics of personal interest.

Objectives

- 5.1. Continue to review new, visually attractive digital resources for potential acquisition.
- 5.2. Attend programs outside of the library that appeal to teens and conduct demonstrations of children's and teen-oriented digital resources at parent/teacher association meetings, homeschool group meetings and other venues including the Library, in order to make the citizens of Montgomery County aware of the resources available to them.
- 5.3. Demonstrate digital resources to teen advisory council (See objective 4.2.) and document the council's opinions of the resources.
- 5.4. Annually, a minimum of 70% of children surveyed who were looking for information or materials to explore a topic of personal interest will indicate that they found something of interest to them.
- 5.5. Annually, a minimum of 70% of teens surveyed who were looking for information or materials to explore a topic of personal interest will indicate that they found something of interest to them.
- 5.6. Annually, a minimum of 70% of teens surveyed who were looking for information or materials to explore a topic of personal interest will indicate the Library's collection was very good or excellent.
- 5.7. Provide current and accessible content for children and teens in a variety of formats and multiple reading levels.
- 5.8. Continue to expand children's and teen collections in manga, graphic novels, and trending topics related to race, gender, and identity.
- 5.9. Identify high interest or well-used materials that need updating or replacement due to being an incomplete collection, damaged, lost, or missing status.

GOAL 6

Children and teens will have the resources they need to succeed in school.

Objectives

6.1. Continue partnerships with other learning institutions that have been developed (elementary, middle and high schools) to assist Library users with assignments, projects and encourage a better understanding of how to use the Library for school and recreation; to include a parent's night at the library teaching parents how to help their children with PowerPoint and Google Classroom.

6.2. Develop in conjunction with the Montgomery Public Schools and Sirsi an ecard for all students; to be used at home or at school to access digital databases and books to help students with school work at the point of need.

6.3. Annually, present programs developed by the Library staff for students in order to describe and promote the Library's homework assistance services, databases and collections.

6.4. Annually, Morgan Library staff continue to develop and present a Back to School Boot Camp with assistance from system staff, explaining homework assistance services, databases and computer applications to school-age children in Montgomery County.

6.5. Annually, work with retired teachers and other volunteers to continue homework assistance services in all subject areas for school-age children.

6.6. Develop targeted resources, programming, and gathering spaces for the growing needs of homeschoolers (of all ages) and their families.

GOAL 7

Adults will have the resources they need to explore topics of personal interest and continue to learn throughout their lives

Objectives

7.1. Annually, a minimum of 70% of adults surveyed who were looking for information or materials to explore a topic of personal interest will indicate they found something of interest to them, and that these resources were very good or excellent.

7.2. By 2025, a minimum of 70% of adults who attended a program sponsored by the Library will evaluate the programs as very good or excellent.

7.3. By 2025, continue to maintain a high level of materials, programs, and digital resources of general interest to adults that will enhance the Library's current offerings to support their need for life-long learning.

7.4. Due to the ongoing COVID-19 pandemic, the Library will continue to focus on adding digital options for patrons who wish to attend programs remotely. Recording presentations, streaming events, etc. will be encouraged, in addition to creating original digital content.

7.5. By 2021, create and maintain a regular schedule of programming aimed at the senior adult populations of the River Region.

7.6. Annually, all locations of the Library will survey their Library users to ascertain current topics of personal interest around which to build the next year's adult informational program offerings.

GOAL 8

Adults will enjoy a wide variety of new and popular materials available when and where they want them.

Objectives

8.1. Annually, develop and implement new and innovative exhibits that will engage adult Library users.

8.2. Annually, develop and implement service satisfaction surveys that will provide the Library staff with new ideas and a new approach to meeting needs of the adult Library user.

8.3. By 2025, implement a plan to reach non-Library users to determine the kind of programming and information required to ensure their usage of the Library.

8.4. By 2025, a minimum of 70% of adults surveyed will indicate that they found something good to read, listen to or view at the Library.

8.5. Annually, pursue grant funding that will assist the Library in presenting new programs for the adult Library user.

8.6. By 2025, continue to acquire a diverse selection of downloadable materials and instruct new Library users on how to use them on various devices.

8.7. Annually, embrace new learning and entertainment technologies to stay abreast of public interests and develop training and instruction programs in those technologies for both Library staff and Library users.

GOAL 9

The Library will offer facilities that create and encourage ownership in the hearts and minds of all Library users.

Objectives

9.1. Establish and create thriving, comfortable and inviting public meeting spaces for people to gather and share information at each library location.

9.2. Continue to encourage the use of meeting spaces by sponsoring Library programs and co-sponsoring programs in the public spaces.

9.3. Continue to encourage and invite clubs and other organizations to convene their monthly meetings in each location of the Library.

9.4. Develop a plan to make all facilities visually attractive and welcoming.

9.5. All library locations will conduct surveys to determine the effectiveness of library-sponsored programs and events; develop a methodology to capture survey data across the Library system.

GOAL 10

The Library will foster a positive culture that recognizes the value of a diverse, thoughtful, creative and engaged staff, resulting in quality employees and high retention.

10.1 In recruiting for diversity, advertise available positions to library associations and library organizations that represent diversity, as well as at institutions like HBCUs and civil rights organizations.

10.2 Include a statement of commitment to diversity when advertising available positions.

10.3 Collaborate with organizations such as the Equal Justice Initiative and Southern Poverty Law Center to assist in supporting their initiatives and to provide training for Library staff.

10.4 By 2025, create a Diversity Action Plan, which outlines the Library’s policies and guidelines, intended to assist the Library in complying with federal, state and city statutes and regulations.

10.5 Encourage staff participation in state, regional, and national library organizations and conferences.

10.6 Encourage staff to identify areas of interest for professional development and training opportunities.

10.7 Provide opportunities and point to resources for staff to advance their education, including tuition reimbursement and grants from the City of Montgomery, the Alabama Library Association, and other organizations.

2020 Library Board of Trustees

Katie R. Bell, President

Gary Burton, Vice President

Janet Waller, Secretary

Chester Mallory, Treasurer

Betsy Atkins

Cassandra Brown

Shakenya Calhoun

Janice Franklin

Michael Fritz

Phill Johnson

Theresa Steele Mitchell

Patina Moss

Adam Muhlendorf

Ronald Simmons

Joseph Trimble

Mary McLemore, President of Friends of the Library

Approved: January 28, 2021