LONG RANGE SERVICES PLAN
2024-2026

MARTIN COUNTY LIBRARY SYSTEM

Inform, Inspire, Connect

Contents

Purpose

The purpose of our library system is to connect our origins with evolving opportunities to inform, inspire, and connect because we believe that library staff and resources empower communities.

The purpose of this plan is to focus the efforts of the Martin County Library System staff from October 2023 to September 2026. For greater detail, an annual services plan will be created each fiscal year.

Introduction

Since 2012, the Martin County Library System has made significant strides in enhancing technology for patrons and staff, improving staff training and culture, and developing and implementing new services.

We are well known for striving to satisfy our patrons and providing a variety of events, classes, and workshops. To improve, our collection needs to be enhanced and our services need to be marketed to existing and potential users using our primary messages document.

In 2026, we envision a Library System that has the collections, technologies, and skilled staff to creatively engage our patrons so that we can inclusively and collaboratively learn. We will provide traditional services such as readers' advisory, source evaluation, and reference as well as amazing new experiences.

Vision

We inform and inspire everyone.

Mission

We connect with people to create learning experiences that improve individuals and communities.

Standard of Excellence

To provide helpful and amazing experiences to everyone.

Values

    I.   We value people over things.
    II.   We value quality, a higher standard of excellence.
   III.   We value flexibility, as willingness to change or compromise.
   IV.   We commit to do better.
    V.   We value innovation and creativity.

Martin County Library Strategic Goals

1. Maintain existing services by investing in staff and our collection

I. Annually maintain and improve staff core competencies as measured by performance appraisals, staff development hours, and training assessments.
   a. Action: Consistently hire new staff based on internal motivation, empathy, and professional composure.
   b. Action: Regularly gather positive and negative feedback at staff one-on-one meetings, volunteer communication meetings, and all points of customer service to guide staff development.
   c. Action: Periodically deliver effective training sessions based on assessed needs.
   d. Action: Assess training sessions and employee progress for competence and retention.
   e. Action: Annually review and revise core competencies.

II. Plan and implement a regularly staffed Digital Branch Library to provide telephone, email, and chat services.
   a. Action: Determine the hours of operation for the Digital Branch Library.
   b. Action: Budget for and purchase equipment, applications, and resources.
   c. Action: Review and refine data collection, reporting, and record retention.

III. Improve traditional and downloadable collections to meet local interests.
   a. Action: Continually assess the collections of each branch and identify gaps.
   b. Action: Lead and coordinate a local history digitization project, including requesting resources such as staff and equipment.
   c. Action: Maintain a level of service of at least two (2) volumes per weighted population.

IV. Implement a succession plan to capture institutional knowledge from staff.
   a. Action: Ask retiring staff to create a comprehensive list of their responsibilities and tasks.
   b. Action: Collaborate to document procedures or create other instructional media to help transfer knowledge to other library staff.

Measure Staff Development: Based on monthly staff development data, the Martin County Library System staff will receive at least 3,000 hours of continuing education and/or training per year of which at least 600 hours (20%) will be technology training.

Measure Collection Quality: Based on the Martin County Library System's surveys, 85% of the respondents will rate the Library's collection of materials as good or excellent.

Measure Collection Size: Based on monthly collection data, the Martin County Library System will maintain or exceed a collection size of two (2) volumes per weighted population.

2. Creatively develop and implement sensory inclusive services

I. Train staff to recognize the sensitivities and needs of our neurodivergent populations, neurodivergent staff, and caregivers to communicate compassionately, and provide sensitive and inclusive experiences in our libraries.

    a. Action: Review diversity within the neurodivergent population that includes but is not limited to the following (https://my.clevelandclinic.org/health/symptoms/23154-neurodivergent).

        i. Autism spectrum disorder
        ii. Attention-deficit hyperactivity disorder (ADHD)
        iii. Down syndrome
        iv. Dyscalculia (math)
        v. Dysgraphia (writing)
        vi. Dyslexia (reading)
        vii. Dyspraxia (coordination)
        viii. Intellectual disabilities
        ix. Mental health conditions like bipolar and obsessive-compulsive disorders
        x. Prader-Willi syndrome
        xi. Post-Traumatic Stress Disorder (PTSD)
        xii. Sensory processing disorders
        xiii. Social anxiety (a specific type of anxiety disorder)
        xiv. Tourette syndrome
        xv. Williams syndrome

    b. Action: Review training topics relevant to the needs of our neurodivergent populations: Sensitivity training, Sensory certification, and Americans with Disabilities Act (ADA) compliance.

    c. Action: Complete Sensory certification including all staff and docents.

    d. Action: Provide de-escalation training for all public services staff.

II. Collaborate with neurodivergent service providers, caregivers, and partners on outreach and resource alignment.

    a. Action: Connect with providers and partners including Cleveland Clinic to create a pathfinder of resources.

    b. Action: Collaborate periodically with Human Resources, Veteran Services, and Human Services.

    c. Action: Continue quarterly provider and partner trainings at volunteer communication meetings and at branches with staff training prior to lobby networking.

III. Adjust current offerings by providing spaces, services, and programs that are sensory inclusive.

    a. Action: Survey caregivers and residents to help determine library experiences.

    b. Action: Plan and implement sensory inclusive spaces with signage and social stories.

    c. Action: Create and provide at least one sensory inclusive kit per location.

    d. Action: Include in-reach programs or recorded events so patrons have options for sensory inclusive events and services.

Measure Customer Satisfaction: Based on the Martin County Library System's surveys, 95% of the respondents will rate the customer service skills of Library staff as good or excellent.

Measure Staff Inclusion: Based on the internal cultural survey, 90% of staff will indicate that they feel their uniqueness is valued and supported.

3. Focus our capacity through communication, literacy, and assessment

I. Clarify a small number of messages per season to be delivered to specific audiences.
   a. Action: Consistently share all press releases and other marketing initiatives with staff prior to publication.
   b. Action: At monthly branch visits, review and refine all internal and external communications for simplicity and consistency.
   c. Action: Implement Patron Point to provide customized promotions of library services through welcome emails, library newsletters, and other messages and notifications.
   d. Action: Proactively create pathfinders for partners, lobby networking collaborations, and entrepreneurs.

II. Review and improve Adult Literacy Services
   a. Action: Recruit additional volunteers to support adult learners in Indiantown.
   b. Action: Regularly collaborate with literacy services providers to assess challenges.
   c. Action: Explore partnerships with literacy service providers.

III. Collaboratively review projects to grow, evolve, or retire them.
   a. Action: Pursue three (3) new Library projects each fiscal year so we can have the capacity for additional opportunities and other County departments' projects.
   b. Action: Annually design survey questions to assess patron familiarity with recent initiatives and services.
   c. Action: Following patron usage and feedback, review existing projects and decide which to retire or modify.

Measure Clarity of Library Services: Based on the Martin County Library System's surveys, 30% of respondents will indicate that they have heard of recently promoted services.

4. Maintain technology improvements to provide public access and support digital literacy instruction

I. Provide digital literacy support and instruction based on community needs.
   a. Action: Annually review the Event Evaluation forms for Technology Classes and Tech Times to assess and improve.
   b. Action: Annually review computer class curriculum and offerings.

II. Provide circulating and non-circulating technologies that our patrons need. Provide access to new and emerging technology, via Take Home Tech and idea lab equipment.
   a. Action: Annually replace circulating equipment that is lost or outdated.
   b. Action: Annually review equipment collections for gaps in meeting community needs, library trends, and digital literacy instruction.

III. Make downloadable collections, equipment, and traditional library materials more discoverable and accessible for existing and potential patrons.
   a. Action: Maintain catalog records of all equipment to create an inventory for staff.
   b. Action: Support the digitization and discovery of local historical documents and artifacts.
   c. Action: Investigate library catalog user experiences and recommend improvements for usability and findability.

d.   Action: Review and adjust the operation of hold pick-up locker services.

Measure Library Equipment and Resources: Based on the Martin County Library System's surveys, 85% of the respondents will rate library equipment and resources as good or excellent.

Measure Technology Assistance: Based on the Martin County Library System's surveys, 80% of the respondents will rate their technology-related services as good or excellent.