LONG RANGE SERVICES PLAN 2027-2029

MARTIN COUNTY LIBRARY SYSTEM

Inform, Inspire, Connect

Contents

LONG RANGE SERVICES PLAN 2027-2029 1
Contents 2
Purpose 3
Introduction 3
Standard of Excellence 3
Vision 3
Mission 3
Values 3
Martin County Library Strategic Goals 4
1. Maintain core services 4
2. Simplify, Sunset, and Streamline 4
3. Sustain access to technology and support for digital literacy 5

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 2026 to September 2029. Under each strategic initiative, the fiscal year will be noted. For instance, the fiscal year 2027 noted as, "FY27," is from October 2026 to September 2027.

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. As a neutral community connector, the Martin County Library System hosted the creation of the 2015 Martin Reads! Campaign for Grade Level Reading and the 2023 Martin Digital History project. To continue improving, we will promote our services to existing and potential users using our primary messages document. In 2029, we envision a Library System with collections, technologies, and skilled staff that provide helpful and amazing experiences to everyone.

Standard of Excellence

To provide helpful and amazing experiences to everyone.

Vision

We inform and inspire everyone.

Mission

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

Values

1. We value people over things.
2. We value quality, a higher standard of excellence.
3. We value flexibility, as willingness to change or compromise.
4. We commit to do better.
5. We value innovation and creativity.

Martin County Library Strategic Goals

1. Maintain core services

I. Use our values to support staff competencies.
   a. Hire staff based on internal motivation, empathy, and professional composure.
      i. Continual process between the hiring managers and the Library Director.
   b. Weekly, gather feedback during staff one-on-one meetings, volunteer communication meetings, and team huddles to support staff development.
      i. Continual process between supervisors, their management teams, and Library Projects.
   c. Monthly, align branch training and marketing with division topics.

II. Streamline traditional and downloadable collections to meet local interests.
   a. Streamline collection assessments for each branch.
      i. FY27 Collections: Provide Continuous Review, Evaluation, and Weeding (CREW) training, CollectionHQ training, and hands-on experience to existing teams.
      ii. FY28 Adult Learning & Engagement: Expand training on Readers' Advisory, Patron Suggestions, and Inter-Library Loan.
      iii. FY29 Collections: Expand training using Collection Needs bulletin.
   b. Simplify various circulation services.
      i. FY27 Adult Learning & Engagement: Evaluate and consider modifying the DVD circulation period.
      ii. FY28 Adult Learning & Engagement: Evaluate other media for modification.
   c. Simplify downloadable collection management to improve oversight of Overdrive materials.
      i. FY27 Collections: Review reports, cataloging tasks, and vendor tools.
      ii. FY28 Division Management Team: Assign tasks to existing teams who would benefit from more detailed work with downloadable collections.

Measure Staff Development: Based on monthly staff development data, the Martin County Library System staff will receive at least 2,000 hours of continuing education or training per year of which at least 400 hours (20%) will be technology training.

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 Collection Quantity: Based on collection data, the Martin County Library System staff will maintain a collection size of two (2) volumes per weighted average resident.

Measure Collection Currency: Based on collection data, the Martin County Library System will maintain a current collection of materials by deselecting at least 5% of the total number of items available per year.

2. Simplify, Sunset, and Streamline

I. Set diplomatic limits or boundaries.
   a. Managers: Coach staff that declining a proposal is about suitability and resources, not about the value of the person or organization.
   b. Managers: Politely respond to requests for new services or collaborations:
      i. "Thank you for thinking of the library. We are currently focused on streamlining and simplifying our work. I'll record your proposal so we can contact you if we choose to pursue the request."

II. Continually communicate our primary messages.
   a. Managers: Ensure all staff know our value to residents, targeted public awareness efforts, and misconceptions about funding.
      i. Align actions with our messages: share, attend, volunteer, encourage.
      ii. Discuss usage at one-on-one meetings and huddles.

iii. Share phrases for potential audiences such as partners, volunteers, families, and donors.
iv. Look for opportunities to reduce or eliminate signage.
v. Request revisions or additions to messages.

III. Collaboratively review and refine projects.
   a. Sunset underused services, applications, and events.
      i. FY27 Adult Learning & Engagement: Assess cost per use of adult services and resources.
      ii. FY28 Division Management Team: Create a list and begin discontinuing services or contracts. Anticipate questions and provide scripts and press releases.
      iii. FY29 Division Management Team: Use existing teams to evaluate changes and recommend solutions.
   b. Simplify reservations in myTurn and holds in Sirsi.
      i. FY27 Library Projects: Evaluate which materials would benefit from being reservable versus holdable, and vice versa.
      ii. FY28 Collections and Librarians: Switch these materials to either a reservation or holdable system.
      iii. FY29 Division Management Team: Evaluate checkouts, patron satisfaction, and staff experience.
   c. Streamline patron and staff forms.
      i. FY27 Library Web Team: Transition to digitally accessible forms.
      ii. FY28 Library Web Team: Evaluate forms and apply improvements to other content.

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.

Measure Internal Feedback: During Martin County Library System evaluations of improved initiatives, over 50% of feedback will be positive.

3. Sustain access to technology and support for digital literacy

I. Create learning experiences that support digital literacy instruction.
   a. Quarterly between Adult Learning & Engagement and Digital Services Team: Use survey responses and feedback to update class content and variety.
   b. Annually between Adult Learning & Engagement and Digital Services Team: Ensure staff have easy access to updated instructions for equipment and digital services such as the Flight Simulator, Driving Simulator, and Gaming stations.

II. Provide essential technology, access to new and emerging technology, Take Home Tech, and idea lab equipment.
   a. Annually Digital Services Team: Review equipment collections to identify gaps in meeting community needs and library trends.
   b. Annually Digital Services Team with Library IT: Replace circulating equipment that is lost or outdated.

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.