



MENTOR
PUBLIC LIBRARY

Strategic Plan
FY2019-2021

Our Mission

Mentor Public Library enriches people’s lives and fosters a vibrant and informed community through diverse resources, services, and programs.

Our Vision

Mentor Public Library takes the lead in our community by igniting curiosity, connections, and success.

Our Values

Community
Relationships
Diversity and Inclusion
Respect and Integrity
Innovation
Leadership

Community

We exist to serve our community and are passionate about our profession and the responsible stewardship of resources.

Relationships

We believe in relationships and actively encourage productive, positive connections within our library and community.

Diversity and Inclusion

We believe in diversity and inclusion and foster a global environment that is welcoming for all.

Respect and Integrity

We believe in respect and integrity and operate with the highest level of professionalism, honesty, and confidentiality. We adhere to the ideas represented in the American Library Association's Library Bill of Rights.

Innovation

We believe in innovation and purposefully envision and respond to the changing needs of our community with cutting-edge solutions.

Leadership

We believe in leadership and cultivate leaders within our community and profession.

Our Future: Our Strategic Goals

- 1. Enrich the community through expanded collections and accessibility.**
- 2. Embrace continuous improvement in programming as a catalyst for curiosity and learning.**
- 3. Create responsive community spaces.**
- 4. Distinguish the library as the first stop for reliable information and referral.**

Introduction

The Mentor Public Library began its strategic planning process in April 2018 in order to prepare for its future. The Mentor Public Library is committed to serving its community and was equally committed to involving the community in the strategic planning process via Focus Groups and a Community Survey. The new strategic plan builds on the Library's historic mission within the community by focusing on community enrichment through expanded collections and accessibility and serving as a catalyst for curiosity and learning. Additionally, the plan stresses the importance of creating welcoming and needed community spaces and serving residents as the primary point for reliable and expert information.

The strategic plan is organized around four strategic goals, each supported by strategic objectives and action items. The plan serves as a guide for decision-making and effective resource allocation. Above all, the plan reinforces Mentor Public Library's commitment to its values, vision, and mission as it takes the lead in the community by igniting curiosity, connections, and success.

The Process

The Mentor Public Library gathered input from the community through an online survey yielding 695 responses. This response rate demonstrates a high level of interest in the Library and its future on the part of the community of approximately 60,681 residents. In addition, two focus groups were held on May 8, 2018. One group consisted of fourteen students from Mentor High School and the other group consisted of nine members of the Mentor Senior Center. These two groups were identified as demographically significant to the community and therefore, to the future of the library. In addition, two All-Staff Planning Sessions were held on July 31, 2018 to elicit input from the entire library staff.

The information acquired from the surveys and focus groups was shared with the Board of Trustees and the management team of the library. Feedback from the surveys and focus groups indicated that the Mentor Public Library enjoys a high level of satisfaction from the community and respondents shared their gratitude for the hard working staff and for the quality of services provided. Respondents see the library as the place to access materials in a variety of media and enjoy the programs, online and in-person classes, reference assistance and use of equipment such as the copy machines. Many respondents mentioned their desire to see the library expand access to materials through participation in CLEVNET, extended or different hours and extended borrowing times. They were also interested in seeing the library improve or expand the collection of online resources such as audiobooks and eBooks. Some respondents suggested changes in library facilities to include a more inviting and updated atmosphere, a recording studio and a place for teens to interact and collaborate. Lastly, there was mention of the need for the library to increase its community outreach and to improve the marketing of its services and programs.

During a half-day retreat in July 2018 the Board of Trustees reviewed and revised the current mission, vision and values. Definitions for the values were drafted and discussed. The Board of Trustees also utilized the knowledge gained from the surveys and focus groups in the context of a

SWOTA (Strengths, Weaknesses, Opportunities, Threats, and Aspirations) analysis which was essential to the formation of new strategic goals.

The Board of Trustee's retreat was followed by two All-Staff Planning Sessions (each attended by half of the staff) in which the staff worked in small groups to brainstorm ideas around the themes of relevancy, healthy solutions, diversity and inclusion, failure and innovation, and partnerships. Ideas were compiled and provided to the Management Team. A four-hour Management Team retreat was held in August 2018 to consider the strategic goals through five library-specific perspectives (Customer, Staff, Internal Processes, Financial Resources, and Non-financial Resources), resulting in objectives to be employed in achieving the stated goals. The information from the retreat was compiled together with the ideas generated in the All-Staff Planning sessions and used by the Management Team and staff to create and prioritize the action steps identified in the plan.

The themes from the surveys are carried throughout the plan and are supported by objectives and action steps that propel the Library on its course for the future.

Planning Team

Board of Trustees

- Diane Wantz, President
- Terri Mervo, Vice President
- Melanie Majikas, Secretary
- Amy Frank-Hensley
- Christine Henninger
- Sonja Maier
- Sue Wilcosky

Administration

- Cheryl Kuonen, Director
- Gail Borovic, HR/Assistant Director
- Colleen Snyder, Fiscal Officer

Management Team

- Amy Senning, Adult Services Manager
- Ariel Johnson, HUB Manager
- Barbara Hauer, Collection Development Manager
- Craig Mossbrugger, Buildings and Facilities Manager
- Darlene Workman, Branch Services Manager (Headlands)
- Ed Mikolic, IT Systems Manager
- Jason Lea, Community Engagement Manager
- Judy Schulz, Circulation Manager
- Kim Sidorick, Children's Services Manager
- Mary Detling, Branch Services Manager (Lake)
- Pam Rose, Technical Services Manager
- Sue Fram, Administrative Assistant



Strategic Planning Facilitator: Northeast Ohio Regional Library System

Strategic Goal 1

Enrich the community through expanded collections and accessibility.

Outcome: The community will view the library as invested in their diverse needs and proactive in the communication of information about collections, services and programs. Community members will have varied and convenient access to resources. Library staff will be perceived as informed, highly trained, and committed to the enrichment of the community.

Strategic Objectives and Action Items

1. Accommodate an array of customer needs.

- ❖ Develop hours and locations that provide optimal convenience and access
- ❖ Change circulation policies to increase access for everyone
- ❖ Examine barriers to service from all points of view (socioeconomic, race, ethnicity, etc.)
- ❖ Initiate new forms of outreach

2. Deliver new and unique collections.

- ❖ Implement CLEVNET
- ❖ Enlarge the “Library of Things”
- ❖ Develop a collection of materials unique to Mentor
- ❖ Expand and market digital collections

3. Raise internal and public awareness of collections.

- ❖ Evaluate and enhance online presence
- ❖ Strengthen the marketing of physical collections
- ❖ Increase communications to staff and public

4. Inspire a culture of assessment.

- ❖ Evaluate services, collections, and workflow on a regular basis
- ❖ Develop tools to communicate changes effectively to staff and public

Strategic Goal 2

Embrace continuous improvement in programming as a catalyst for curiosity and learning.

Outcome: The Library is engaged with a variety of programming partnerships which directly benefit the community. The skill and expertise of the library staff is essential in meeting the learning needs of the community through programming. Every member of the community is aware of the rich and diverse programming available through the Library.

Strategic Objectives and Action Items

1. Develop relevant programming partnerships.

- ❖ Review current partnerships and find ways to expand
- ❖ Expand partnership with schools

2. Cultivate staff programming ideas and expertise.

- ❖ Provide a forum for staff to share expertise, talents and interests
- ❖ Develop homeschool and special needs programs
- ❖ Train staff on new technologies
- ❖ Equip staff with programming benchmarks and best practices

3. Create new marketing avenues for programming.

- ❖ Assess budget for marketing and make necessary changes
- ❖ Implement innovative ways to market programs

Strategic Goal 3

Create responsive community spaces.

Outcome: All members of the community feel welcomed and accommodated. The Library responds to changing community space needs through open and accessible facilities and technology.

Strategic Objectives and Action Items

1. Conduct a future-ready evaluation of space and usage.

- ❖ Explore the use of vending machines or coffee cart
- ❖ Evaluate Read House and its garage
- ❖ Research use of exterior space at Main Library
- ❖ Evaluate Headlands Branch space
- ❖ Explore meeting room options at all locations
- ❖ Align technology with current and future space usage

Strategic Goal 4

Distinguish the library as the first stop for reliable information and referral.

Outcome: The Library's commitment to the information needs of the community will foster a view of the Library and Library staff as accessible and reliable experts.

Strategic Objectives and Action Items

1. Promote the library as the first stop.

- ❖ Develop a marketing campaign specific to the identity of the Library as the first stop
- ❖ Provide new services which reinforce the idea of the library as first stop

2. Explore innovative methods of gathering and disseminating information.

- ❖ Evaluate current methods of gathering and disseminating information
- ❖ Create partnerships to ensure collection of accurate, current information and efficient dissemination
- ❖ Investigate new technologies for gathering and disseminating information

3. Develop staff as first stop experts and advocates.

- ❖ Create criteria for staff advocacy
- ❖ Provide the mechanisms and incentives to keep staff informed
- ❖ Create a more robust onboarding program for new staff
- ❖ Standardize and increase depth of staff orientation and training
- ❖ Ensure all staff are aware of board policies

American Library Association's Library Bill of Rights

Library Bill of Rights

The American Library Association affirms that all libraries are forums for information and ideas, and that the following basic policies should guide their services.

I. Books and other library resources should be provided for the interest, information, and enlightenment of all people of the community the library serves. Materials should not be excluded because of the origin, background, or views of those contributing to their creation.

II. Libraries should provide materials and information presenting all points of view on current and historical issues. Materials should not be proscribed or removed because of partisan or doctrinal disapproval.

III. Libraries should challenge censorship in the fulfillment of their responsibility to provide information and enlightenment.

IV. Libraries should cooperate with all persons and groups concerned with resisting abridgment of free expression and free access to ideas.

V. A person's right to use a library should not be denied or abridged because of origin, age, background, or views.

VI. Libraries which make exhibit spaces and meeting rooms available to the public they serve should make such facilities available on an equitable basis, regardless of the beliefs or affiliations of individuals or groups requesting their use.

Adopted June 19, 1939. Amended October 14, 1944; June 18, 1948; February 2, 1961; June 27, 1967; and January 23, 1980; inclusion of "age" reaffirmed January 23, 1996, by the ALA Council.

Approved: December 12, 2018

Resolution: #18-121