



MARY RILEY STYLES **PUBLIC LIBRARY**

FY 2024 through 2028 High-Level Strategic Plan/Lens

Adopted: March 15, 2023



MARY RILEY STYLES
PUBLIC LIBRARY
Mission, Vision & Values



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MISSION

Supporting Community.
Inspiring Discovery.
Promoting Literacy.

VISION

A sustainable, informed,
invested, and caring
community of lifelong
learners.

VALUES

Welcoming: Promoting an environment where all are treated with respect and a sense of belonging can be achieved.

Discovery: Offering opportunities to connect, explore new ideas, and expand on all types of literacy.

Community Focus: Engaging the community and responding to needs through enhanced relationships, partnerships, and accessible resources.

An Open Mind: Maintaining balance in collections, programs, and ideas that respects different viewpoints and allows room for debate and exploration.

Purpose-Driven Approach: Utilizing data and research in evidence-based decision-making that aligns resources, needs, and support.

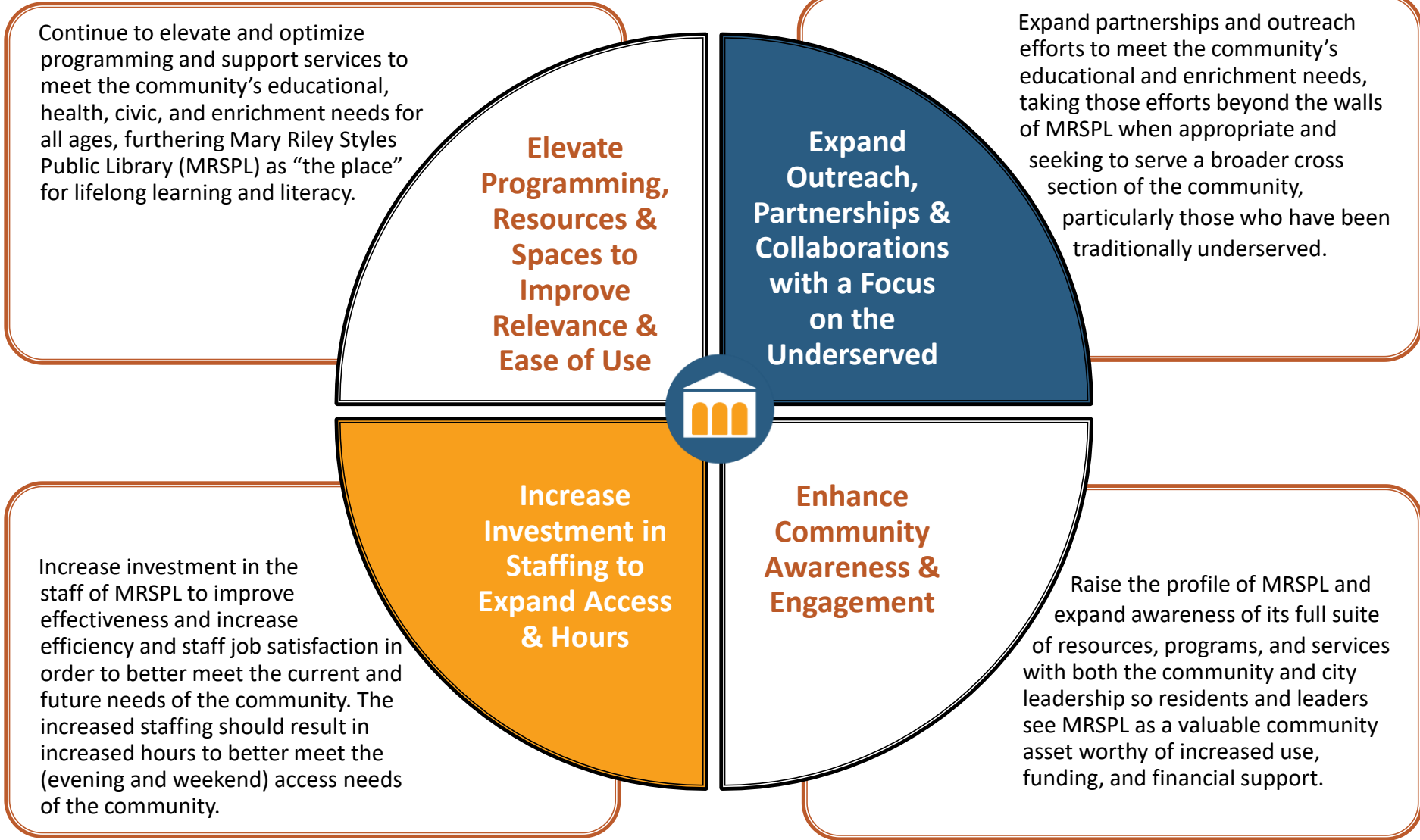
Flexible and Forward-Thinking: Creating positive interactions by quickly adjusting to expressed needs while anticipating ongoing opportunities to remain future-ready.



MARY RILEY STYLES
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**Strategic Focus Areas &
High-Level Strategic Plan**

Strategic Focus Areas



Elevate Programming, Resources & Spaces To Improve Relevance & Ease of Use

Continue to elevate and optimize programming and support services to meet the community's educational, health, civic, and enrichment needs for all ages, furthering MRSPL as "the place" for lifelong learning and literacy.

- Expand programming, especially for adults, non-English speakers, historically underrepresented populations, and age groups not utilizing MRSPL at higher levels (tweens, teens, and 20-30-year-olds).
- Seek community engagement around MRSPL as a safe and welcoming place for everyone.
- Expand resources, access, and hours for the Falls Church History Room.
- Elevate MRSPL's role as the place to connect for lifelong learning.

Outcomes:

- The enhanced MRSPL connects more users to more resources, technology, and services that positively impact their lives.
- Resident satisfaction with MRSPL further improves and continues to be a source of community pride.
- Users experience a broader array of library services and resources on each visit.
- MRSPL offers more creative and collaborative opportunities.
- Families feel MRSPL is a safe place that is welcoming to all people and viewpoints.
- Adults and families will be thrilled with more programs that engage their interests and life needs in even more relevant and impactful ways.
- Falls Church History resource users can find more materials, more easily, and get access to those resources across a broader array of methods and hours.

Potential Initiatives: *(For these sections (this page and the following pages), syntax, and grammar were taken from the strategic retreat participants' ideas and have been mostly left intact as written. These potential initiatives are suggestive and directional for the development of each year's 12-month work plan and are not intended as a checklist of activities.)*

- Elevate Programming (with more focus on Adults)
 - Innovate Adult Programming Approaches
 - Expand Public Art related programs
 - Rethinking Approaches to Overall Programming
 - Programming to Show Parents Resources in the Catalog
 - Expand programs and relevance to 20-30-year-olds
- Set up a Memory Lab to allow users to convert various legacy formats to newer digital formats
- Expand and Elevate Local History Resources
- Space and Parking Related Initiatives
 - Seek more innovative solutions to the limited parking options
 - Misc. Smaller Impact Space Ideas (more study spaces, more tables)
- Collections-Related Initiatives
 - Increase community engagement around collection development and access
 - Improve Catalog/ Search Access
 - Expand Digital/E-Resources and Usage
 - Evaluate Collection Shelving ideas for Improvements
 - Seek to eliminate/reduce books being shelved on the bottom shelf

Expand Outreach, Partnerships & Collaborations with a Focus on the Underserved

Expand partnerships and outreach efforts to meet the community’s educational and enrichment needs, taking those efforts beyond the walls of MRSPL when appropriate and seeking to serve a broader cross section of the community, particularly those who have been traditionally underserved.

- Expand programming beyond the walls of MRSPL, especially for adults, non-English speakers, historically underrepresented populations, and age groups not utilizing MRSPL at higher levels (tweens, teens, and 20-30-year-olds).
- Strengthen existing partnerships in this effort and seek out new partnerships when appropriate to better reach the underserved community within the City of Falls Church.
- Deepen school connections to administration and teachers to reach a broader array of students and their families.
- Seek to expand the volunteer base and the opportunities and roles to which those volunteers can contribute.

Outcomes:

- More residents are positively and consistently impacted by library services.
- More traditionally underserved residents are engaged by MRSPL and find its services and resources have a positive impact on their quality of life.
- Community engagement with MRSPL increases from organizations and residents across the city.
- Service utilization across all categories increases and the user base expands to more residents.
- City leaders and community organizations see MRSPL as a critical partner to engage with on community-related issues and initiatives.
- Local and regional partnership opportunities and impacts increase and/or are strengthened.
- MRSPL is seen positively as sharing information and engaging the community around issues where MRSPL is playing a role.
- There is an increase in the level to which community members attest to MRSPL making the City of Falls Church a better place to live.

Potential Initiatives:

- Increase Partnerships and Collaborations
 - Increase partnerships with community groups for programs
 - Work with community groups to develop needed collections
 - New possible partners: Shepherd Center, Welcoming Falls Church, Homestretch
 - Partnering for events, book groups, programs
- Outreach and Underserved Focused Activities
 - Connecting and Serving the Underserved (e.g., non-English speaking residents)
 - Increase School Connections and Collaboration
 - Homeschool Family Outreach and Support
 - Show up at School Orientations-get plugged into the new student process
 - Expand Teen Engagement and Collaboration
- Expand and look to Evolve How Volunteers/Friends Can Help Support MRSPL
 - Explore more perhaps expanded but appropriate/realistic roles for volunteers to support MRSPL’s work and mission
 - Partner with the Community Center on providing programming
 - Recruit and train local history room volunteers
 - Consider options for the more widespread sale of library book donations and discards, looking perhaps beyond the walls of MRSPL

Raise the profile of MRSPL and expand awareness of its full suite of resources, programs, and services with both the community and city leadership so residents and leaders see MRSPL as a community asset worthy of increased funding and financial support.

- Increase efforts and resources applied to marketing and community awareness activities, including further raising the appreciation of city leaders for the services and value MRSPL provides the community.
- Seek increases in operational funding to support staffing, resources, and services.
- Fundraising efforts by the Foundation in collaboration with the Board of Trustees are increased to help support MRSPL.

Outcomes:

- User awareness and understanding of MRSPL's resources, programs, and spaces is increased and usage further benefits their lives.
- The City and local funding support for MRSPL is increased bringing further services and benefits to the community.
- MRSPL recognition within the community is increased as a place where all are welcome and appreciated for who they are.
- Community engagement and participation with MRSPL increases including both residents and community organizations.
- Partnerships with local organizations and schools are expanded and enhanced in a way that increases the impact and awareness of MRSPL and its partners.
- An ever-increasing number of community members attest to MRSPL making the City of Falls Church a better place to live.

Potential Initiatives:

- Expand Marketing and Awareness Efforts and Investments
 - Develop a Marketing and Social Media Plan
 - Expand Marketing/Communications Staff
 - Develop a Library Calendar/Newsletter
- Increased efforts around general fundraising beyond city funding
 - Hold a 125th Library Anniversary Gala in 2024
 - Need to get more individual donors
 - Build connections with possible donors/supporters
- City Leadership Relationship & Awareness Building
 - Board and Foundation(as able) coordinate efforts to develop a grassroots community organization to support lobbying of City leadership for increased funding
 - Improve Integration with City Staff and Other Departments
- Foundation takes a larger role in educating (not lobbying) the City and City leaders about the importance and role of MRSPL in the community
 - Utilize state/regional resources for training on this

Increase Investment in Staffing To Expand Access & Hours

Increase investment in the staff of MRSPL to improve effectiveness and efficiency and staff job satisfaction in order to better meet the current and future needs of the community. The expanded staffing should result in additional hours to better meet the (evening and weekend) access needs of the community.

- Increase the level of funding for staffing (e.g., positions, compensation, training, and professional development).
- Utilize expanded staff to extend hours, service, and programmatic access inside and outside of the MRSPL building.

Outcomes:

- Staff report higher levels of job satisfaction and a library with a healthy organizational culture, supporting and respecting all identities and providing all staff with what they need to drive success for themselves and MRSPL.
- MRSPL is seen as a friendly, welcoming place where all residents see their service needs met.
- Resource utilization increases through improved quality and relevance to the full community.
- Staff have access to the training, professional development, and resources they need to thrive as team members of MRSPL and to serve the community's evolving needs.
- Community has increased satisfaction (surveyed & anecdotal) also indicated through higher usage of MRSPL (services, spaces, and resources).
- An ever-increasing number of community members attest to the fact that MRSPL makes the City of Falls Church a better place to live.

Potential Initiatives:

- Various Approaches to Expanding/Optimizing Hours
 - Expand Hours through the addition of more Staff
 - Shift Hours to Create Broader Access and More Weekend Hours
 - After-hour hold pickup for use when people need it
 - Rethink staff use from ground up looking for ways to extend hours
 - Expand Hours and/or Access thru Different & Innovative Approaches
- More Staff Training and Professional Development Opportunities
 - Regular training and professional development plan for staff
 - Comprehensive onboarding for new staff

Higher Order Plan Objectives

