



READ
LEARN
CONNECT

Marion County Public Library System

Annual Plan of Service 2024-2025



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Vision

The Marion County Public Library System serves as a center of community engagement where citizens are informed, inspired and empowered.

Mission

The mission of the Marion County Public Library System is to connect citizens with information, ideas and experiences to strengthen and enrich our community and quality of life.

Guiding Statement

We recognize the essential role of reading for success in life and work, the importance of equal access to lifelong learning resources and the value of personal development and engagement to strengthen our community.

Commitments

- Services accessible to all
- Collections of value and interest which are current and relevant
- Outstanding reference, readers advisory and patron services
- A friendly, trained and highly competent staff who work together to provide responsive, quality service and demonstrate the Marion County values of humbleness, integrity, commitment, accountability, respect and discipline
- Applied technology to extend, expand and enhance services
- Facilities that are safe and inviting, providing convenient locations and hours
- Stewardship of the public trust with efficient use of people and resources
- Public/private partnerships which are collaborative and cooperative, to enhance services

Goal 1: Read

Citizens will find materials for information, enjoyment and learning in a variety of formats through the public library.

Initiatives

- A. Acquire, maintain and present a well-rounded collection, in various formats, that reflects the interests of the community.
- B. Enhance the patron's pleasure and ease of using library materials with assistance from knowledgeable, helpful and engaged staff, a patron-friendly catalog and without the barrier of overdue fines.
- C. Reduce the wait time for popular materials.
- D. Offer book discussion groups and reading programs for all ages, as well as other personal or social networks that promote and celebrate reading.

Objectives

1.1 Collection Development, Marketing, Management

Provide sufficient resources to help citizens meet their information, enjoyment and learning needs, resulting in a 2% annual increase in the circulation of library materials.

1.1 Activities

1. Review, revise and implement the collection development policy and management plan to reflect changes in publishing and patron preferences and allocate the materials budget to address changing demands (*Information Services, Children's Services, Branch Services, Digital/Technical Services, Community Relations*).
 - a. Self-publishing
 - b. Local authors
 - c. Audio/visual
2. Conduct a systematic weeding project throughout the library system, in accordance with the Collection Development Policy (*Information Services, Branch Services, Children's Services, Digital/Technical Services, Circulation Services*).
3. Provide materials and resources needed to support economic development for individuals and the business community (*Information Services, Branch Services, Digital/Technical Services*).
4. Investigate the benefits of eliminating overdue fines and present findings to the Board for further direction (*Circulation Services, Branch Services, Children's Services, Information Services*).

1.2 Digital Resources

An annual survey will show that a minimum of 85% of respondents agree that the library's digital resources help them meet their information, enjoyment and learning needs.

1.2 Activities

1. Conduct an annual patron survey that measures the level of patron satisfaction with library digital resources (*Information Services, Children's Services, Circulation Services, Digital/Technical Services, Branch Services, Community Relations*).
2. Increase acquisition of digital content (e-books, downloadable audiobooks, downloadable music and streaming video) (*Digital/Technical Services, Information Services, Children's Services, Branch Services*).

Goal 2: Learn

Citizens will find opportunities to learn, through the public library, utilizing materials, programs, services and qualified personnel.

Initiatives

- A. Provide programs, materials and resources to support early learning.
- B. Develop and maintain a collection of materials, in print and electronic formats, selected to supplement formal educational goals and to support learners of all ages.
- C. Assist patrons to help them attain the maximum benefit from library resources.
- D. Develop programs that address community needs and interests.
- E. Encourage positive patron and staff interactions, providing patrons with lasting, positive impressions of the library.
- F. Continue to build a team capable of enthusiastically providing excellent service, programs and resources to the community.
- G. Involve staff in decision-making, creative problem-solving and innovation at all levels of the organization, in an effort to build workforce capacity, retain employees and address succession planning.
- H. Empower staff with essential information and training to act in support of the mission, commitments, values, goals and initiatives of the library and the county.

Objectives

2.1 Programs: Children

An annual caregiver's survey will show that a minimum of 80% of respondents agree that library programs are of high quality, meet needs and expectations and help children develop a lifelong love of books, reading and learning.

2.1 Activities

1. Conduct an annual patron survey that measures the level of patron satisfaction (*Children's Services, Branch Services, Community Relations*).
2. Partner with community agencies/providers to offer a series of programs that address infant and toddler development and effective parenting (*Children's Services, Branch Services, Community Relations*).

2.2 Programs: Young Adults and Adults

An annual program attendee survey will show that 80% of responders agree that programs are high quality and meet their needs and expectations.

2.2 Activities

1. Conduct an annual patron survey that measures the level of patron satisfaction (*Information Services, Branch Services, Community Relations*).
2. Establish and encourage frequent and consistent communication with middle and high school librarians and teachers to promote library programs and to understand and respond to the need for materials to supplement current curricula (*Information Services, Branch Services*).
3. Plan and present programs for patrons, ages 13-18, to engage their interest in reading, the arts, volunteering, life skills, financial literacy, career development, research, homework help and wellness (*Information Services, Branch Services*).
4. Plan and present programs featuring author visits, literary and historical discussions, multicultural topics, as well as special events and classes in technology and other topics of interest. Program topics may include:
 - a. Strengthening computer literacy skills, incorporating online safety.
 - b. Job search and resume building, job skills and job counseling, retirement and small business resources.
 - c. Life skills, such as effective parenting, online banking and online health, legal issues, smart consumerism, eldercare and health and wellness information.
 - d. Showcasing new electronics to increase community awareness of and facilitate access to the technologies.
 - e. Adult literacy and test preparation, such as GED, SAT, ACT, etc. (*Information Services, Branch Services*).

2.3 Qualified Personnel

In order to maintain and enhance their knowledge and skills, to promote job satisfaction and to ensure quality service, Library professional and support staff will annually attend professional development training of at least 15 hours/10 hours, respectively.

2.3 Activities

1. Develop staff skills in person-to-person marketing and promotion of library programs, services and resources (*Information Services, Branch Services, Children's Services, Digital/Technical Services, Circulation Services, Community Relations*).
2. Develop and implement cross-training opportunities for staff in library divisions and branches who perform complementary or related functions (*Information Services, Branch Services, Children's Services, Digital/Technical Services, Circulation Services*).
3. Continue to support a Customer Service Effectiveness committee to provide system-wide, employee-driven awareness of excellent patron service.
 - a. Integrate customer service standards into the culture and lexicon of the organization (*Information Services, Branch Services, Children's Services, Digital/Technical Services, Circulation Services, Community Relations*).
4. Organize and develop the internal staff website more fully as a resource for sharing information (*Information Services, Branch Services, Children's Services, Digital/Technical Services, Circulation Services, Community Relations*).
5. Monitor the need for additional staff to meet the growing library needs of community segments (*Branch Services*).
 - a. Freedom Public Library
 - b. Silver Spring Shores area

Goal 3: Connect

Citizens will find opportunities to use the public library as a community gathering place to connect with others, the library and the community through programs, meeting spaces, collaboration and partnerships.

Initiatives

- A. Strategically connect citizens, agencies and library staff.
- B. Demonstrate leadership through collaboration with other organizations to maximize community resources and improve the quality of life for our residents.
- C. Offer citizens the opportunity to connect with books and each other through book discussion groups, reading programs for all ages, volunteerism and other personal or social networks.
- D. Raise awareness of library services and resources, both internally and externally, physically and virtually.
- E. Create opportunities for community involvement in library support.
- F. Assist area Friends of the Library groups with “Friend-raising.”
- G. Evaluate and improve the library’s online presence as a virtual gathering place and community relations vehicle.
- H. Improve the patron experience in the discovery and use of library resources.

Objectives

3.1 Collaboration and Partnerships

Identify and increase opportunities that extend the public library’s reach and impact in the community by expanding partnerships with public, private and community-based agencies and organizations.

3.1 Activities

1. Create a partnership development plan that builds ties with local community organizations, system-wide (*Information Services, Children’s Services, Circulation Services, Digital/Technical Services, Branch Services, Community Relations*).
2. Expand interactions with the school system and parent groups to identify ways the library can collaborate and share resources to help students achieve academic success (*Information Services, Children’s Services, Branch Services, Community Relations*).

3.2 Community Involvement

Develop a strategy to enable additional opportunities for volunteerism, advocacy and financial support from the public, as well as private and community-based agencies and organizations.

3.2 Activities

1. Create a “support the library” online presence which solicits and enables donations (*Information Services, Children’s Services, Circulation Services, Digital/Technical Services, Branch Services, Community Relations*).

3.3 Virtual

Provide an informative, useful and welcoming virtual experience for the patron by increasing funding for digital services and resources a minimum of 15% by FY 2024-2025.

3.3 Activities

1. Add interactive forms to the library website (e.g. library card applications/renewal, comment form, volunteer application) (*Digital/Technical Services, Circulation Services, Community Relations*).
2. Provide convenient donation/payment options for patrons (*Digital/Technical Services, Systems, Circulation Services*).

3.4 Physical

Provide an inviting environment that is convenient, safe and accessible.

3.4 Activities

1. Plan and design an outdoor Family Garden at the Headquarters-Ocala Public Library that will provide an environment for children and families, as well as space to conduct outdoor library programs (*Children’s Services*).