

Library's Vision Statement: **FIRST REGIONAL LIBRARY...WHERE DISCOVERY BEGINS!**

Library's Mission Statement: **THE PEOPLE'S PLACE FOR LIFELONG LEARNING**

...INTERNAL OVERARCHING GOAL:

\*\*To improve the Library System's overall service levels from the current Level A to Level AAA using the Mississippi Public Library System Accreditation Program as the guidepost.

***STRATEGIC PLAN***  
***FIRST REGIONAL LIBRARY***  
***2009 – 2012***

**GOAL I**      Secure adequate funding to achieve the mission, realizing a 3% increase in overall revenues annually by 2012

**OBJECTIVE 1**   Regional Trustees to join Director in working closely with local Boards of Supervisors and Aldermen to articulate financial needs of the First Regional Library System to these governmental officials (ongoing)

**ACTIVITY 1**   Arrange advocacy training for the Members of the Regional Board by 2009

**ACTIVITY 2**   Provide clerical support for the Members of the Regional Board as they communicate and advocate on behalf of the First Regional Library (ongoing)

**Responsibilities:**      **Library Director, Regional Library Board**

**OBJECTIVE 2**   Contributions to the funding of the children's programs of the First Regional Library by the Reggie Reading Foundation to approach 3% of total budget (or \$165,000) by 2012

**ACTIVITY 1**   Support major fund-raising event(s) of the Foundation through design work, mailings, the use of Library facilities, etc. (2009-2012)

**ACTIVITY 2**   Continue to provide financial support (salary of director, travel money, etc.) until the Foundation is self-sufficient

**Responsibilities:**      **Library Director, Executive Director of the Reggie Reading Foundation, Regional Library Board**

**OBJECTIVE 3**   Secure grant income that approaches 2% of total revenues (or \$110,000) by 2012

**ACTIVITY 1**   Pursue any and all available grant opportunities, both in-house and by contracted grant writer (ongoing)

**ACTIVITY 2**   Write, submit, administer, and evaluate grants as required (ongoing)

**Responsibilities:**      **Library Administrative Staff; Grant Writer; Library Director**

GOAL II Provide the public with quality public facilities and convenient open hours (2009-2012)

OBJECTIVE 1 Library facilities to operate efficiently, safely and effectively

ACTIVITY 1 Conduct annual building facility audits to determine branch needs (2009 – 2012)

ACTIVITY 2 Work with local governmental agencies and volunteer groups to fix, repair, and/or enhance facility shortcomings by 2012

ACTIVITY 3 Add security personnel to staff complement as situations warrant and budgets allow by 2012

**Responsibilities: Director, Assistant Director for Public Services, Branch Head Librarians and Managers**

OBJECTIVE 2 Library facilities to open hours perceived needed by the various communities in which they operate

ACTIVITY 1 Utilize census, community analysis, and all pertinent library usage data, along with staff and resident input to determine ideal branch open hours

ACTIVITY 2 Open as many of these hours as the operational budget will allow; Recognizing when cuts or additions to staff and open hours become necessary and making those adjustments as needed

**Responsibilities: Director, Assistant Director for Public Services; Branch Heads and Managers, Regional Board**

GOAL III Expand and enhance 24/7 access to information through Library's web portal (2009-2012)

OBJECTIVE 1 Maintain high level of network efficiency

ACTIVITY 1 All SirsiDynix upgrades to be integrated as they become available

ACTIVITY 2 All networking (software and hardware) and new web enhancements integrated when available as budget will allow

**Responsibilities: Assistant Director for Technical Services, Network Specialist, Webmaster**

OBJECTIVE 2 Expand informational offerings through the First Regional Library Digital Collection (ongoing)

ACTIVITY 1 Locate other unique area collections in our branch libraries and/or communities to add to the FRL Digital Collection (by 2010)

ACTIVITY 2 Find funding in order for these resources to become part of the Library's Digital Collection (ongoing)

ACTIVITY 3 Continue working with the larger Mississippi Digital Collection housed at the University of Southern Mississippi to expand offerings (ongoing)

**Responsibilities: Regional Reference Librarian, Head Cataloger, Assistant Director for Public Services, Director**

OBJECTIVE 3 Striking the best balance between providing access to electronic informational formats and owning/cataloging/processing print and other media (ongoing)

ACTIVITY 1 Be aware of and familiar with new formats, technologies, and informational databases (ongoing)

ACTIVITY 2 Offer appropriate access within budgetary constraints (ongoing)

**Responsibilities: Assistant Director for Technical Services, Branch and Department Heads**

GOAL IV Improve and enhance relationships with all area schools, public and private (2009-2012)

OBJECTIVE 1 Work closely with all area schools and school systems (ongoing)

ACTIVITY 1 Emphasize and expand the Library's "Back-to-School" Initiative (ongoing)

ACTIVITY 2 Request that all area K-12 students be required to have their own First Regional Library borrower's card (by 2010)

ACTIVITY 3 Provide reference in-library access to school textbooks and school Accelerated Reading Lists (by 2010)

**Responsibilities: Youth Services Coordinator, Youth Specialists**

OBJECTIVE 2 Strengthen and improve relationships with area teachers

ACTIVITY 1 Library staff members to share email addresses and blog information with school librarians and other interested teachers and/or administrators (ongoing)

ACTIVITY 2 Provide training to teachers and school librarians on the use of MAGNOLIA and other databases made available by the First Regional Library (ongoing)

**Responsibilities: Youth Services Coordinator, Youth Specialists, Staff Development Coordinator, Regional Reference Librarian**

GOAL V Play a vital role to ensure that all area preschoolers reach school ready to read and succeed (2009-2012)

OBJECTIVE 1 Support and strengthen FRL's Early Childhood Resource Center

ACTIVITY 1 Support and strengthen the specialized collection of resources available to caregivers and homeschoolers within the Center at the Headquarters Library

ACTIVITY 2 Provide resources necessary to maintain Library's database of area daycare information

**Responsibilities: Early Childhood Services Coordinator**

OBJECTIVE 2 Provide expanded outreach to preschoolers: "Taking the Public Library" directly to area preschoolers with stories and books chosen to help them be ready to read and to succeed

ACTIVITY 1 Provide resources needed to operate Library's Words on Wheels BookWagon (ongoing)

ACTIVITY 2 Maintain the association with Mississippi State University's Early Childhood Institute and Extension Service in order that quality classes be offered for continuing education credit to area daycare providers by FRL Center staff – including the addition of a TA/Training Specialist to join the staff (paid for by MS State) (ongoing)

**Responsibilities: Early Childhood Services Coordinator, Director**

OBJECTIVE 3 Expand the use of *Between the Lions* Preschool Literacy curriculum and techniques to all FRL branches by September, 2009.

ACTIVITY 1 Provide staff training, encouragement and guidance to all FRL Youth Services Specialists on the use of the *Between the Lions* curriculum and techniques at preschool storytimes in their branches.

ACTIVITY 2 Provide *Between the Lions* Preschool Literacy materials and other appropriate resources to implement effective storytimes that encourage early literacy skills in all preschoolers who participate.

**Responsibilities: Early Childhood Services Coordinator; Youth Services Coordinator; Grant Writer; Director**

GOAL VI Target and provide assistance to all school-age young people, ages 6-18, as they attempt to succeed in their schoolwork (2009-2012)

OBJECTIVE 1 Provide materials, services and programs designed to lessen the "falling-off" periods associated with the reading decline of 3<sup>rd</sup> and 5<sup>th</sup> graders

ACTIVITY 1 Continue the excellence that is FRL's Summer Library Program, a program designed to help all students maintain their reading levels over the summer months (ongoing)

ACTIVITY 2 Provide marketing "hooks" specifically designed with the reluctant reader in mind – such as bookmarks, blogs for teens, etc. (ongoing)

ACTIVITY 3 Provide one specially-selected graphic novel to every third grader in every public and private school in the five-county region (by May 2010)

**Responsibilities: Youth Services Coordinator, Youth Specialists, Grant Writer**

OBJECTIVE 2 Continue to provide quality homework assistance and readers' advisory to area students (ongoing)

ACTIVITY 1 Train all front-line staff to assist students in using library materials and resources to help students successfully complete school related assignments; Follow-up training offered as necessary by 2009

ACTIVITY 2: Schedule youth specialists or other library assistants to "float" in youth areas after school and on weekends to provide direct assistance with homework and readers' advisory by 2010

ACTIVITY 3 Offer Tutor.com or some other electronic 24/7 tutoring help by 2012

**Responsibilities: Staff Development Coordinator, Regional Reference Librarian, Branch Managers, Assistant Director for Public Services, Director**

GOAL VII Improve and enhance services to the Library's adult users (2009-2012)

OBJECTIVE 1 Establish Reggie U (or other title) which will serve as the structural overlay for the Library System's programming efforts by the fall of 2010

ACTIVITY 1 Every branch and the website will be a "satellite campus" with intentional classes and certificates given (2010-2012)

ACTIVITY 2 Establish a small group of library staff dedicated to helping all branch "campuses" offer quality classes of interest to adults, with special attention given to Baby Boomers nearing or having recently entered retirement age (2010-2012)

**Responsibilities: Reggie U Committee, Branch Heads and Managers, Staff Development Coordinator, Public Relations Specialist (and webmaster)**

OBJECTIVE 2 Provide strong collection of "how-to" materials chosen to enhance the Library's commitment to adult lifelong learning (2009-2012)

ACTIVITY 1 Monitor publishing activities, both print and electronic, and intentionally purchase and/or make available resources deemed helpful to lifelong learning (ongoing)

ACTIVITY 2 Create timely book displays, bookmarks and other ways to promote these quality collections (ongoing)

**Responsibilities: Assistant Director for Technical Services, Branch Heads and Managers, Staff Development Coordinator, Public Relations Specialist**

OBJECTIVE 3 Identify outreach opportunities to adults who are unable to come to the Library because of illness or other disability by 2011

ACTIVITY 1 Work to improve public library services to area assisted-living facility and nursing home residents, increasing participation by that segment of the population by 15% by 2011

ACTIVITY 2 Hire an Adult Services Coordinator, whose job it would be to focus on services and programs for adults by 2012

**Responsibilities: Director, Branch Heads and Managers, Assistant Director for Public Services, Regional Board of Trustees**

GOAL VIII Become an even stronger and more vital community partner (2009-2012)

OBJECTIVE 1 Continue to promote the Library's strong, identifiable brand (ongoing)

ACTIVITY 1 Maintain contacts with local press and all media outlets (ongoing)

ACTIVITY 2 Explore any and all other advertising options in order for us to help "get the word out!" (ongoing)

ACTIVITY 3 Participate in any and all appropriate Library 2.0 and/or Internet social networking sites to reach the youth and non-traditional user of the First Regional Library (ongoing)

**Responsibilities: Public Relations Specialist; Branch Heads and Managers; Staff Development Coordinator; All Administrative Staff**

OBJECTIVE 2 Be viewed as a community institution that should be invited to sit at all community "roundtable" discussions (ongoing)

ACTIVITY 1 Library managers and administrators to identify and include themselves in civic club and Chamber activities whenever possible (ongoing)

ACTIVITY 2 Library staff to seek out ways in which they can partner with area civic clubs, businesses, and other community stakeholders to provide for a better quality of life for all north Mississippians (ongoing)

**Responsibilities: All Library Staff and Trustees**