Mid-Columbia Libraries - Strategic Plan (2016-2018)

OUR MISSION: *We enhance quality of life by providing excellence in books and services for our residents and communities.*

QUALITY STANDARDS: *Courtesy ● Expertise ● Efficiency ● Appearance*

Goal 1: *Residents will enjoy new and popular reading materials to stimulate their imaginations.*

1.1 By 2018, over half of all households served will have an active library account.

1.2 Annually, 90% or more of library users surveyed will indicate their life is enhanced by use of the library’s materials.

1.3 Annually, 90% or more of library users surveyed will indicate they easily obtained the reading materials they wanted at the library.

1.4 Annually, 90% or more of library users surveyed will indicate reading materials placed on reserve are available in a timely manner.

1.5 Annually, 90% or more of library users surveyed will indicate the assistance they received from staff in finding something to read was very good or excellent.

1.6 Annually, 90% or more of library users surveyed will indicate the quality and variety of the library’s fiction collections are very good or excellent.

1.7 By 2018, the annual circulation of fiction (books, audiobooks, eBooks) will be 1,000,000.

Goal 2: *Residents will enjoy a variety of collections & services for their personal enrichment and growth.*

2.1 Annually, 90% or more of library users surveyed who were looking for information or resources on a topic of personal interest will indicate the library’s resources were very good or excellent.

2.2 Annually, 90% or more of library users surveyed will indicate they easily obtained the information or resources they wanted on a topic of personal interest.

2.3 Annually, 90% or more of library users surveyed will indicate the assistance they received from staff in finding information or resources on a topic of personal interest was very good or excellent.

2.4 Annually, 90% or more of library users surveyed will indicate the quality and variety of the library’s non-fiction collections are very good or excellent.

2.5 Annually, 90% or more of library users who attended a library program/event will evaluate the program as very good or excellent.
2.6 Annually, 90% or more of library users surveyed will indicate their life is enhanced by library programs/events.

2.7 Annually, 90% or more of library users surveyed will indicate the quality of the library’s wireless internet access was very good or excellent.

2.8 By 2018, the annual circulation of non-fiction (books, audiobooks, eBooks) will be 375,000.

**Goal 3: Families with young children (ages 0-5) will have the collections, services, and opportunities they need to prepare their children for success in school.**

3.1 Annually, 80% or more of families with young children surveyed will indicate their children were better prepared to enter school as a result of library programs and resources.

3.2 Annually, 80% or more of families with young children surveyed will indicate the help they received from staff was very good or excellent.

3.3 Annually, 80% or more of families with young children surveyed will indicate quality time with their children has improved as a result of library programs and resources.

3.4 Annually, 80% or more of families with young children surveyed will indicate the quality and variety of the library’s picture and board books was very good or excellent.

3.5 By 2018, the annual circulation of picture & board books will be 375,000.

**Goal 4: Residents will have resources and opportunities to create, celebrate, and share the written & spoken word.**

4.1 Annually, 80% or more of library users surveyed will indicate Mid-Columbia Libraries is active and visible in their community.

4.2 Annually, 80% or more of residents who attended a literary library program/event will evaluate the program as very good or excellent.

4.3 Annually, 80% or more of library users surveyed who were looking for writing resources will indicate the library’s collections are very good or excellent.

4.4 Annually, 80% or more of library users surveyed will indicate the assistance they received from staff in finding writing information or resources was very good or excellent.

4.5 By 2018, MCL will establish a Literary Arts Center to serve our region.