

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.