



INSPIRING OUR COMMUNITY – DECEMBER 2016

Strategic Plan End of Year Update

YEAR END REVIEW OF THREE YEAR PLAN

Accomplishments

As 2016 comes to an end, so does the current strategic plan created 3 years ago for the Morrisson-Reeves Library. We have accomplished so much, and yet have so much more to do.

5 Areas of Focus

There were five target areas identified during the planning process, and project teams were created to address the goals and objectives outlined in the plan. Each project team was able to accomplish many of the goals for their specific focus area. Following are some examples of the things going on at MRL, prompted by the strategic plan.

Local History

The Local History team created a new blog to share historical information about MRL, Richmond, and the surrounding area. They partnered with the Palladium-Item to present "Where is it?" to engage the community in locating unique features of art and architecture throughout the area. The Local History team also worked earnestly to create a special Indiana bicentennial project that shares things from 1816 that still exist today.

Marketing

The Marketing team created a specific marketing plan as well as a 30-day challenge that highlighted a different program or service each day in September, and challenged patrons to use and/or become more aware of what is available at the library.



Programming and Outreach

The Programming and Outreach team met regularly to evaluate our programming and outreach efforts. State standards for public libraries have to be taken into consideration when planning certain programs. New outreach efforts for adults have been planned and will begin early in 2017.



Youth

We are very proud of the Teen Space that has been created and the amount of input that local teens had in that process. Approximately 75 teens were included in discussions about what they would like to see in that room. It is a space where teens can relax, study, game, and create. The white board wall is a big hit with all groups as is the power station for charging cell phones and electronic devices. The Youth team was directly involved in the transition from a Children's Services Department to our newly named Youth Services Department which now has a new department manager and will serve children and teens from 0 – 18 years old.

Reorganization and Redesign

The Reorganization and Redesign team has been extremely busy visiting other libraries, collecting data, and talking to staff and patrons to determine the best ways to redesign the library to better meet community needs, inspire patrons of all ages and backgrounds, and exceed expectations. We are now entering the phase of that process where changes will be more evident.

In the next few months, all the audiovisual collections (DVDs, CDs, audiobooks) will be relocated to the main floor. New furniture will be arranged to provide study space, gathering space, and provide a fresh, updated look.



Wrapping Up This Year

Just like a jigsaw puzzle, all the pieces have to fit together, and we can't move one before we're ready to move another to take its place. The transition period will be long and things won't be where you're used to seeing them. The staff is ready and willing to help you find whatever it is you're looking for. Please be patient as we work to create a vibrant, vital community resource for imagination and growth.



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