

Strategic Plan

2024-2026



Mission

Morley Library's mission is to provide diverse information and excellent service while connecting people with quality resources in a safe and welcoming environment.

Vision

Morley Library enhances the quality of life for all through life-long learning, recreation, and collaboration.

Values

Community Engagement

We provide support, foster collaboration, and encourage innovation within the community. We actively reach out to better understand community needs and remain flexible and adaptable as needs change.

Inclusion

We create an environment where everyone feels valued and respected. We ensure equitable access, demonstrate compassion, and practice empathy for all community members and library employees.

Intellectual Freedom

We believe that individuals have the right to seek and explore information and ideas freely without censorship or restriction. We encourage curiosity and creativity in the pursuit of knowledge and personal enrichment.

Service

We aim to provide high-quality, friendly service that exceeds user expectations and provides an exceptional user experience. We prioritize safety and uphold integrity to ensure the well-being of library patrons and staff.

Our Future: Strategic Goals

1. Strengthen internal and external communication.
2. Optimize library spaces.
3. Develop intentional partnerships and dynamic programming.

Goal 1

Strengthen internal and external communication.

Objectives:

1. Streamline staff and interdepartmental communication.
2. Boost library visibility.
3. Develop a comprehensive marketing framework.

Action Items:

1. Create a staff intranet with the following capabilities:
 - a. Tickets for facility & IT issues
 - b. Staff schedule
 - c. Staff news/announcements
2. Review & clarify equipment storage locations and procedures and ensure equipment access is a key factor in decisions regarding renovations.
3. Prioritize placement of digital signage & screens in public areas of building to replace bulletin boards.
4. Create position of part-time marketing/PR coordinator with top priorities being:
 - a. Develop comprehensive marketing framework with Director.
 - b. Expand and refine modes of publicity.
 - c. Oversee/manage LibCal entries for accuracy & appeal.
5. Increase bilingual (English/Spanish) signage and PR materials.

Goal 2

Optimize library spaces

Objectives:

1. Ensure a safe and comfortable environment
2. Create flexible and functional, patron and staff areas

Action Items:

1. Enhance safety:

- a. Improved sightlines as a significant factor in redesign decisions
- b. Increase & optimize security camera coverage in indoor & outdoor locations.
2. Optimize patron access and comfort:
 - a. With design consultant/architect, repurpose and improve underutilized spaces with effective design, updated furniture, new flooring and paint.
 - b. Create dedicated space for sales of refreshments/food consumption.
 - c. Design spaces with patron tech users in mind:
 - i. Outlets and ports
 - ii. Appropriate variety of workspaces

Goal 3

Develop intentional partnerships and dynamic programming.

Objectives:

1. Establish continuous improvement measures
2. Maximize current and potential community partnerships
3. Engage staff versatility and creativity

Action Items:

1. Develop rubric for assessment of current & potential partnerships.
2. Evaluate feasibility of dedicated space for outside organizations/agencies to provide services & create appropriate space with flexible use in mind.
3. Evaluate feasibility of makerspace (possibly with craft/artisan emphasis) & create appropriate space with flexible use in mind.

Approved by the Morley Library Board of Trustees, Nov. 15, 2023