

LOWER MERION LIBRARY SYSTEM STRATEGIC PLAN



Purpose and Process

- Nearing completion of renovation of all LMLS library locations
 - Focus on opportunities available with upgraded facilities
- Library use is changing
 - New opportunities for technology
 - Changing use of materials
 - More programs and activities
- Staffing changes
 - New Director of Libraries and two new Head Librarians
- Process
 - Began with staff brainstorming
 - Online surveys of board members, staff and public officials
 - Teams formed to address the strategic initiatives
 - Reviewed and approved by LMLS Board



STRATEGIC INITIATIVE: STREAMLINE INTERNAL PROCESSES FOR EFFICIENCY

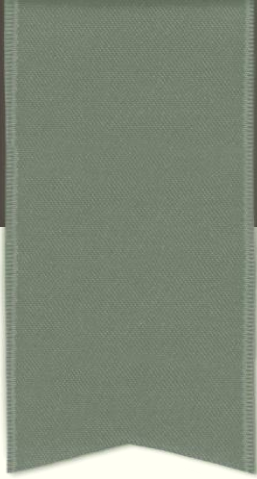
Streamline internal processes for efficiency

Develop consistent Policies and Procedures for all LMLS Libraries

- Review current policies and procedures to identify possible items for streamlining and updating
- Update the LMLS Procedure Manual
- Develop core competencies and staff training schedule
- Develop cooperative purchasing procedures for libraries

Develop and nurture a team spirit across all locations

- LM Innovation Nation
- Librarian's Night Out/Social Activity
- Encourage outreach to community



STRATEGIC INITIATIVE: MAKE TECHNOLOGY A SEAMLESS PART OF THE LIBRARY

Make technology a seamless part of the library

Develop innovative programs and expand technology in libraries

- Improve technology
- Improve staff communication using technology
- Provide more computer access to the public
- Develop Maker Space for patron technology programs
- Develop a five year scheduled of equipment replacement with costs

Training/Documentation - provide programs and documentation for staff and patrons

- Create staff technology training program/documentation for core technology competencies
- Purchase hardware/software to be used as portable technology teaching lab
- Evaluate credit card technology and implement
- Develop a list of technology documentation that includes handouts for patrons

RFID - Improve Self-Check use by staff training and patron education

- Implement Self-checks from Bibliotheca
- Begin phase-out of Sentry technology
- Evaluate effectiveness of RFID technology and impact on staffing

Reap maximum benefit from membership in MCLINC

- Improve knowledge of MCLINC technical documentation (MCLINC knowledgebase & MCLINC internet) among staff
- MCLINC training for LMLS staff
- Replace Pidgin for emergency communication/announcements



STRATEGIC INITIATIVE: CREATE A MORE EFFICIENT WORKFORCE

Create a more efficient workforce

Evaluate what is appropriate staffing level and library hours

- Examine Full Time Equivalent hours for each library
- Assess feasibility to conform library hours at smaller branches
- Develop process for sharing part-time employees

Provide appropriate training and mentoring

- Create standards/core competencies for new staff for all aspects of library operations,
- Provide training and evaluation for core competencies
- Develop recognition program
- Survey staff to gauge interest, and needs for mentoring and develop an appropriate program

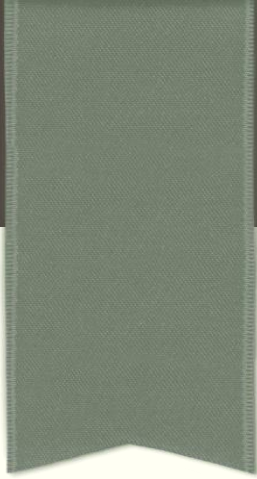
Promote Self-Check

Develop a Succession Plan

- Change scope to include broader training issues
- Identify all MLS staff and non-MLS staff interested in advanced training
- Create a training curriculum for management processes
- Encourage and support township tuition program

Evaluate the Role of Volunteers in the System

- Survey libraries on current use of volunteers
- Create list of needed volunteer opportunities
- Develop process for recruitment and training



STRATEGIC INITIATIVE: MAKE THE LIBRARIES VISIBLE AND PART OF THE COMMUNITY

Make the libraries visible and part of the community

Develop a “Pop-Up Event” for each library

- Each library holds at least one remote appearance annually
- Invite library board members to help at these events
- Conduct a program which has been successful in libraries at the event
- Develop a programming summit for libraries to share best practices

Create marketing materials

- Update LMLS brand and create tag line
- Create and/or update promotional materials for use at events
- Develop meaningful statistics to communicate the value of libraries

Increase presence on local social media

Use video to increase awareness

- Stream episodes of the “Library Show” and “This Month at the Libraries” on LMLS website
- Work with LMTV to create PSA and other promotional media

Further outreach to Lower Merion schools

- Create a newsletter tailored to the needs of educators
- Encourage back to school visits by library staff and have library card promotion events



STRATEGIC INITIATIVE: DEVELOP A CULTURE OF PHILANTHROPY

Develop a culture of philanthropy

Hold a joint meeting or meetings of Local Board fundraising representatives

- Examine the current state of fundraising events and activities across the system
- Share fundraising techniques and resources
- Create a framework for sharing the planning and proceeds of system wide fundraising events

Increase local fundraising capacity

- Identify and implement best practices in the field
- Promote fundraising through technology
- Explore avenues to work with other Strategic Planning Committee teams
- Investigate ways to explain the need for sustained stewardship
- Investigate possible system-wide fundraising events

Expand capacity for system-wide fundraising capacity

- Consider hiring a Director of Development
- Under Director of Development expand funding streams

Moving forward

- A living document
- Staff teams meeting regularly to update
- Welcome input
- Will be formatting for presentation to the public
- Will integrate into Departmental goals in the LMLS budget document