

Montgomery County Public Libraries
FY14 Work Plan
Strategically Moving Forward

Goal 1: Strengthen our Communities' Passion for Reading, Viewing & Listening

- **To develop relevant and inspiring collections, we will:**
 - Expand our collection of e-books and e-audio books, provide downloadable magazines, and make available e-readers with popular titles, pre-loaded at some branches.
- **To be responsive to diverse needs, we will:**
 - Distribute an updated Customer Satisfaction Survey to gather input and demographic information from around the county.
 - Create a community corner to highlight local authors.
 - Provide up-to-date assistive technologies in our Disability Resource Centers.
 - Add Amharic and Farsi books and materials to MCPL's collections.
 - Know what materials are being used in our buildings through the daily collection of In-House Use statistics.
- **To build communities through our facilities, we will:**
 - Reopen Gaithersburg Library with a 300 seat dividable meeting room, multiple multipurpose/collaboration rooms for use by groups of 2 or more library users, a computer lab for instruction with 12 PCs, a Discovery Room for use by adults with children under 5 years of age to teach early literacy concepts, and a room designated for teens that is outfitted to allow interactive computer program activities.
 - House a new Gilchrist Center site at Gaithersburg Library.
 - Reopen Olney Library with a designated teen space, a meeting room with movable wall divider that creates two spaces, and new multipurpose/collaboration rooms for groups of 2 or more.
 - Implement a strategic approach to creating multi-level makerspaces in branches with very basic to complex components.
 - Find opportunities to refresh, redesign and revitalize our libraries.
 - Redesign the space at Long Branch Library to create a digital learning lab.
 - Identify the next location for the MCPL Express lockers and book and DVD lending machines.

Goal 2: Provide Learning Readiness through Early Literacy Programs

- **To provide innovative service models to deliver children's services that ensure they will be prepared to learn, we will:**
 - Lend kits for children that include tools, books and computer tablets loaded with software to help children build early literacy and science, technology, engineering, arts and mathematics (STEM/STEAM) skills.
 - Provide AWE Early Literacy and STEM/STEAM touch screen workstations at all branches.
- **To provide easy access to Early Literacy information and support for parents and care givers, we will:**
 - Update Early Literacy information on the website.
 - Actively participate in the Early Childhood Advisory Council, the goal of which is to establish a comprehensive coordinated early care and educational system that supports school readiness.
 - Partner with Impact Silver Spring to host family Reading Circles at Long Branch Library, providing families with early literacy support and access to library materials.

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Goal 3: Help Learners Succeed

- **To promote Libraries' resources and services to students and adult learners, we will:**
 - Use the Outreach Team to collaborate with organizations such as Montgomery County Public Schools (MCPS), hospitals, day care providers and shelters to provide information about MCPL services, materials and programs via presentations, pop up libraries and deposit collections.
 - Identify opportunities to connect with parents and caregivers where they are; providing them with information about the resources available.
- **To increase parents' and caregivers' awareness of Libraries' resources that can help their children, we will:**
 - Market our services to schools, parents and caregivers.
 - Utilize the Outreach team to present information at PTA meetings, Parent Academies, Linkages to Learning parent evenings, and Back to School nights.
 - Connect parents and caregivers to MCPL's resources via our Parents and Caregivers website and social media tools, like Twitter and Facebook.
- **To communicate to students, teachers and parents our electronic resources that support school curriculums, we will:**
 - Update our Quality Service Standards to include staff performance expectations with use of and referrals to electronic resources.
 - Redesign our Parents and Caregivers website to include updated early literacy and STEM/STEAM resources.
 - Work with MCPS and local schools to ensure Common Core resources are available at branches.
 - Provide information on our website about Common Core objectives and how MCPL can meet the needs.
- **To integrate learning into users' lives through materials, ideas, programs and services, we will:**
 - Provide information about changes in healthcare insurance and immigration reform.
 - Provide e-book clinics to teach residents how to download books to e-reader devices.
 - Provide STEM/STEAM programming.
 - Provide creative participatory programming for seniors.
 - Expand the successful financial literacy program to several additional branches.

Goal 4: Bring Technology's Benefits to Everyone.

- **To upgrade, expand and maintain the Department's core technology infrastructure for both customers and staff, we will:**
 - Provide laptops for in-house use at Long Branch Library.
 - Use digital signage throughout the new Gaithersburg and Olney libraries.
 - Provide DVD lending machines at Gaithersburg and Olney libraries.
 - Provide a computer station for e-book browsing and lending at Gaithersburg, Long Branch and Olney libraries.
- **To strengthen library services to our customers and staff through Libraries' Technology Plan, we will:**
 - Evaluate system-wide staff and customer printing, copying, scanner and fax services.

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- Upgrade our computers, and our computer software, including loading Microsoft Office 2010 on all our public machines.
- Upgrade the e-readers and tablets at all branches.
- Improve the computer sign-up software.
- Improve our catalog-only machines.
- Improve the usability of our staff Intranet.
- Provide new bill and fine payment method by credit card.
- Streamline the catalog.
- Enhance mobile access to MCPL's website and catalog.
- **To derive new models for improving information access and delivery, we will:**
 - Circulate STEM tablets for children at Aspen Hill, Gaithersburg, Noyes, Olney, Silver Spring, Twinbrook and White Oak libraries.
 - Lend laptops for in-house use at Long Branch Library.
 - Provide tablets for in-house magazine reading at Olney Library.
 - Update the content and the overall usability of our website.
 - Improve the access to our resources from smart phones and tablets.
 - Provide reference services via texting.
- **To continue to strengthen services, materials, and digital learning for all users, we will:**
 - Analyze feedback from our Customer Satisfaction Survey and Staff Development and Training Day discussions.

Goal 5: Empower Our Communities by Creating Awareness of Library Resources

- **To help each community reach its cultural awareness through collections, displays and programming, we will:**
 - Implement content for our digital signage.
 - Implement system-wide display and cultural program calendars.
 - Provide programs that match the cultural diversity in the demographic profile.
 - Present our resources and services to the Regional Services Centers Advisory Groups.
 - Sponsor programs with the leadership of our diverse communities.
 - Meet with members of the County Executive's Advisory Committees.
 - Develop a Human Library that will touch residents' lives by providing a safe environment for stories and life experiences.
- **To continue to strengthen Libraries' outreach to the senior and people with disabilities communities, we will:**
 - Represent our organization on the Senior Vital Living Committee.
 - Develop a Disability Collection at Silver Spring Library.
 - Participate fully in the County Executive's Senior SubCabinet.
 - Meet with the County's Commission on Disabilities.
 - Meet with the County's Commission on Aging.
- **To communicate the roles of the Libraries to the communities, we will:**
 - Provide healthcare reform information and outreach services.
 - Present our Return on Investment (ROI) on our website.
- **To implement the four categories of Libraries' Marketing Plan, we will:**
 - Develop marketing campaigns that feature e-book collection; STEAM/STEM kits; databases and apps.

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- Connect with large local businesses to market resources to employees.
- Refresh branch library webpages four times per year.
- Explore use of Instagram and Pinterest to augment Twitter and Facebook.
- Create a marketing video with Animoto or Youtube.
- Submit articles and stories to professional journals and local news outlets about our programs, services, initiatives and resources.
- **To implement the Libraries' Outreach Program to communities, we will:**
 - Develop a process for engagement with other County departments.
 - Implement popup libraries at malls, farmer's markets, food trucks, and appearances at County events and fairs,
 - Provide a Speaker's Bureau for outreach presentations

Goal 6: Build on Success

- **To seek diversified funding sources for library programs, projects and resources, we will:**
 - Identify and pursue relevant grants, possible donors and partnerships with government agencies.
 - Advocate for a technology innovation fund.
 - Advocate for funds for ongoing technology costs.
- **To deploy a systematic approach to partnering that leverages library and partner resources, we will:**
 - Update our agreement with the Friends of the Library, Montgomery County, Inc.
 - Work with the KID Museum to open a Makerspace in the lower level of the Davis Library.

Goal 7: Foster an Organizational Culture of Innovation

- **To ensure that our policies and procedures support and assist the customer and staff's use of Libraries' services and programs, we will:**
 - Update and reorganize the Policies and Procedures Manual.
 - Update the Emergency Procedures Manual.
 - Provide accessible and relevant training opportunities.
- **To continue to strengthen the Department's Data and Benchmarking Program, we will:**
 - Continue to improve the selection, compilation and processing of statistics that quantify the work of the department, and to the extent possible, the tangible benefits provided to the community from this work.
 - Make changes to the statistics section of the Intranet to improve staff awareness.
- **To create an environment that encourages respect for all staff and administration while providing opportunities to learn, grow, innovate and celebrate success, we will:**
 - Optimize new technologies.
 - Charge steering committees with seeking out innovative topics and opportunities.
 - Encourage staff to identify and share innovative thinking and trends by participation in the Learning Organization and engage MCPL.
 - Identify best practices from other systems.
- **To provide accessible and relevant training opportunities to staff that allow them to meet and exceed customer expectations, we will:**
 - Implement our FY14 learning plan.

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- **To enhance and sustain One System – 21 Branches by improving key areas of the organization’s structure, we will:**
 - Provide an opportunity for all staff to meet and learn together at Staff Development and Training Day.
 - Restructure and reconvene the Executive Committee for faster implementation of projects and initiatives.
 - Identify the best tools and most efficient means to communicate information.