

Montgomery County Public Libraries
FY13 Accomplishments
Strategically Moving Forward

Achieving our Strategic Goals requires an ongoing effort by all of us. To rise to the challenge of providing 21st century library services in FY13, we accomplished the following:

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

- To develop relevant and inspiring collections, we:
 - ✓ Used Collection HQ to identify strengths and weaknesses in the collection.
 - ✓ Restored \$500,000 in funding for the libraries' collection budget.
 - ✓ Decreased the time customers had to wait to get items on the holds lists.
 - ✓ Increased the breadth and depth of the collection in high-demand areas.
 - ✓ Reversed the three year decline in circulation statistics.
 - ✓ Added downloadable music to our collection (Freegal).
 - ✓ Boosted our investment in e-books.
 - ✓ Increased e-library circulation by more than 100%.
 - ✓ Requested funds and received approval for an additional \$300,000 for the FY14 library materials budget to meet the growing demand for e-books and e-readers.
- To be responsive to diverse needs, we:
 - ✓ Used the Branch Input Form to increase communication between the branches and Collection Management.
 - ✓ Trained staff and evaluated census data at the branch level.
 - ✓ Trained staff on use of Collection HQ.
 - ✓ Met with the County Executive's Middle Eastern Advisory group to determine the need for a Farsi collection, and where such a collection should be housed in MCPL.
 - ✓ Worked with Family Services, Inc. to develop a core children's collection at the Bette Ann Krahnke Center.
- To build communities through our facilities, we:
 - ✓ Planned the refresh/redesign/renovation of the first round of MCPL branches as described in our Facilities Plan.
 - ✓ Identified spaces in our branches to be dedicated for early literacy, teen and senior seating and materials.
 - ✓ Continued to refine the operations and future location of equipment for MCPLExpress@Olney.

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:
 - ✓ Refined our programming guidelines to include the latest research on the best practices for early literacy.
- To provide easy access to Early Literacy information and support for parents and care givers, we:
 - ✓ Built content on our website with information on Early Literacy.
 - ✓ Identified ways to reach parents and caregivers through social media, including promoting the libguides, booklists and Summer Reading through Twitter and Facebook.
 - ✓

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Goal 3: Help Learners Succeed

- To promote Libraries' resources and services to students and adult learners, we:
 - ✓ Staffed and trained our innovative Outreach team.
 - ✓ Sent the Outreach team into our communities to inform current and potential customers about our services.
 - ✓ Sent staff into the schools to promote the library and services like our Summer Reading Program.
- To increase parents' and caregivers' awareness of Libraries' resources that can help their children, we:
 - ✓ Deployed our Outreach team to schools, shelters and day care centers.
- To communicate to students, teachers and parents our electronic resources that support school curriculums, we:
 - ✓ Marketed our services through projects like the "Get Appy" campaign.
 - ✓ Trained staff on new hardware and software to provide 21st century library service.
- To integrate learning into users' lives through materials, ideas, programs and services, we:
 - ✓ Provided customers with programs and clinics to get the most out of their e-reader devices and e-reader software.
 - ✓ Provided programs for our culturally diverse customers, including all-ages multilingual programs and conversation clubs for new English speakers.
 - ✓ Trained staff how to incorporate science, technology, engineering and mathematics (STEM) elements into programs.
 - ✓ Offered STEM programs for children.

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:
 - ✓ Distributed the Intranet survey and used feedback from our staff to make our Intranet a more useful resource, with changes including plans for more frequent updates and a restructuring of content.
- To strengthen library services to our customers and staff through the Libraries' Technology Plan, we:
 - ✓ Developed processes to identify branch technology problems and address them in a more timely fashion.
 - ✓ Received funds to replace core network and telephone infrastructure.
 - ✓ Determined the best locations for upgraded PCs in branches.
 - ✓ Secured funds to purchase Microsoft Office 2010 licenses for all public PCs.
 - ✓ Gained approval for MCPL to accept credit card payments.
- To derive new models for improving information access and delivery, we:
 - ✓ Worked with the County's Desktop Computer Modernization (DCM) program to secure upgraded computers for our customers and staff.
 - ✓ Designed and secured funding for a digital media lab at Long Branch Library.
- To continue to strengthen services, materials, and digital learning for all users, we:
 - ✓ Advocated for and received an exemption from the County to use our own website design.

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- ✓ Redesigned the website.
- ✓ Upgraded the Online Catalog.

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:
 - ✓ Trained staff to find and use census data about their respective service areas to provide targeted services, programming and materials to our diverse communities.
- To continue to strengthen Libraries' outreach to the senior and people with disabilities communities, we:
 - ✓ Participated on the Senior Vital Living Committee.
 - ✓ Promoted our services to seniors with Director Hamilton appearing on the Montgomery County Cable Program "Seniors Today".
 - ✓ Sent Outreach staff to communities for seniors and those with disabilities.
 - ✓ Collaborated with Montgomery College's Lifelong Learning Classes to provide seniors with participatory programming.
- To communicate the roles of Libraries to the communities, we:
 - ✓ Marketed our services in new ways, such as the movie theater ads.
 - ✓ Developed "Did You Know?" – a list of the many services available at MCPL.
 - ✓ Marketed our services at the Gaithersburg Book Fair.
 - ✓ Made presentations to the Library Advisory Committee, the Library Board and the Friends of the Library.
- To implement the four categories of the Libraries' Marketing Plan, we:
 - ✓ Used our new one page graphic standards.
 - ✓ Implemented a "Plain Language" standard on our website and our external communications.
 - ✓ Increased our social media presence through Facebook and Twitter, in compliance with County's and Department's Social Media Standards.
- To implement the Libraries' Outreach Program to communities, we:
 - ✓ Refined our methodology for outreach visits.
 - ✓ Created presentations for each type of community.
 - ✓ Purchased equipment necessary for effective outreach presentations.
 - ✓ Identified outreach opportunities across the County.
 - ✓ Deployed the outreach team to underrepresented populations and lapsed users.

Goal 6: Build on Success

- To seek diversified funding sources for library programs, projects and resources, we:
 - ✓ Hired two employees who will explore, apply for, and administer relevant grants.
 - ✓ Applied for State grant money for capital projects to refresh two branches and complete construction on the Silver Spring Library in FY15.
- To deploy a systematic approach to partnering that leverages library and partner resources, we:
 - ✓ Operated a collaborative training project with Montgomery College, focused on facilitation and using e-readers.
 - ✓ Worked with Montgomery County Public Schools to support summer reading.

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- ✓ Implemented a NACO Award-winning project with Montgomery County Correctional Facility to mend broken library materials.

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 the Libraries' services and programs, we:
 - ✓ Established a Customer Account Coordinator position to work with customers regarding account issues.
 - ✓ Reorganized the Virtual Services unit to focus on social media, our web presence, as well as information service by email and chat.
 - ✓ Reorganized the Business Office to better manage contracts, projects, and personnel; while transferring a part-time staff to Collection Management to assist in processing and receiving.
 - ✓ Evaluated the Policies and Procedures Manual.
 - ✓ Evaluated the Emergency Procedures Manual.
 - ✓ Provided accessible and relevant training opportunities, to ensure that we are able to provide 21st century library services.
- To continue to strengthen the Department's Data and Benchmarking Program, we:
 - ✓ Evaluated statistics gathering and reporting at all levels of the institution.
 - ✓ Assisted committees and departments to make use of the data they collect.
 - ✓ Acquired new people counting devices that will enhance data entry and analysis.
- To create an environment that encourages respect for all staff and administration while providing opportunities to learn, grow, innovate and celebrate success, we:
 - ✓ Encouraged staff to identify and share innovative thinking and trends.
 - ✓ Provided a means for staff to share their experiences and ideas through the engageMCPL form.
 - ✓ Identified best practices from other library systems.
 - ✓ Hired and trained new employees to ensure branch readiness.
 - ✓ Filled the position to focus on implementation of projects and support for Human Resources department.
 - ✓ Redesigned the Virtual Services offices to encourage collaborative work.
- To provide accessible and relevant training opportunities to staff that allow them to meet and exceed customer expectations, we:
 - ✓ Refined our FY14 learning blueprint.
 - ✓ Designed and built a hands-on training lab for staff to learn about new technologies and procedures.
- To enhance and sustain One System – 21 Branches by improving key areas of the organization's structure, we:
 - ✓ Provided an opportunity for all staff to meet and learn together at Staff Development and Training Day.