

Marion Public Library
Strategic Plan, FY 2013-FY2016
Part III
(Adopted June 10, 2013)
(Revised February 2016)

Organizational Goals FY2013-FY2016

The following organizational goals identify the medium-term institutional objectives of the Marion Public Library. The strategies describe tasks library management has set for itself in order to accomplish the goals. Like the library's service goals, these goals and the strategies designed to accomplish them are flexible and subject to change based on accomplishments and changing environmental conditions. Progress toward accomplishment of these goals will be assessed annually and as a result of this assessment, goals and strategies may change.

(Black = To Be Done; Blue = Accomplished/ongoing-repeating; Green = New)

Goals 1 and 2 Accomplished

Goal 3

Develop a revised asset replacement plan/schedule.

Key Outcome: Identify technology, equipment, and building infrastructure that must be replaced between now and the beginning of the renovation and expansion projects, currently anticipated in early 2015.

Strategies

- Conduct technology inventory and identify purchase dates of equipment and estimate replacement dates
- Develop long range IT network, network management, and asset replacement plan for library
- Assess condition of HVAC system and identify necessary repairs to maintain system until new construction
- Identify any other assets that require replacement before new construction

Goal 4

Develop and realize a vision of a renovated and expanded library facility; build a new library.

Key Outcome: A new library facility that reflects changing needs and practices and that can effectively serve the citizens of Marion for at least 30 years.

Strategies (See Marion Public Library Project Strategy White Paper, Dec 12, 2015)

- Determine need for vote; nature and timing

- Develop and implement communication strategies
 - Informational
 - Advocacy
- Initiate fundraising feasibility study
- Review cost estimates and revise preliminary design if needed
- Review parking options; determine City role
- Review and determine temporary relocation sites
- Appraisal of current facility
- Determine FF&E plan
- Develop technology infrastructure plan, including evaluation of current assets and directions for future development

Goal 5

Strengthen the identity of the Friends/Foundation as single support organization for the Library; develop and enhance their partnership. Develop their advocacy and fund raising effectiveness.

Key Outcome: The Friends and Foundation will become more effective advocates and fund raisers for the library

Strategies

- Enhance library-Friends/Foundation – Community Liaison role
 - Strategic and cooperative goal setting
 - Integration into library program goals/efforts
 - Organizational development
- Enhance Foundation and Friends fundraising events
- Assist Friends to more effectively engage membership in advocacy and fundraising activities
- Assist Friends to enhance book store/sales fundraising
- Convene a meeting of the executive committees of the Library, Friends, and Foundation Boards to organization to discuss cooperation, building project, advocacy and fundraising projects, joint programming, and generating community support for the library
- Work with both groups to develop enhanced web page/presence on the Library’s website
- Organize private capital fundraising campaign

Goal 6

Establish effective communication and planning relationships with Cedar Rapids and Hiawatha Public and Linn County Libraries

Key Outcome: A stronger Metro Library Network identity and better coordination and integration of shared organization development and technology. Higher per capita support for rural services from Linn County.

Strategies

- Identify criteria for determining differences between Metro issues and local library issues
- Identify Metro Library Network organizational and planning issues
 - ILS issues
 - Program issues
 - Grant and external funding opportunities
- Determine needs for and execute 28E agreement between MPL, CRPL, and HPL
- Increase amount of Linn County funding for service to rural residents to appropriate levels