

Matanuska-Susitna Borough

Library Strategic Plan 2018-2022



February 20, 2018

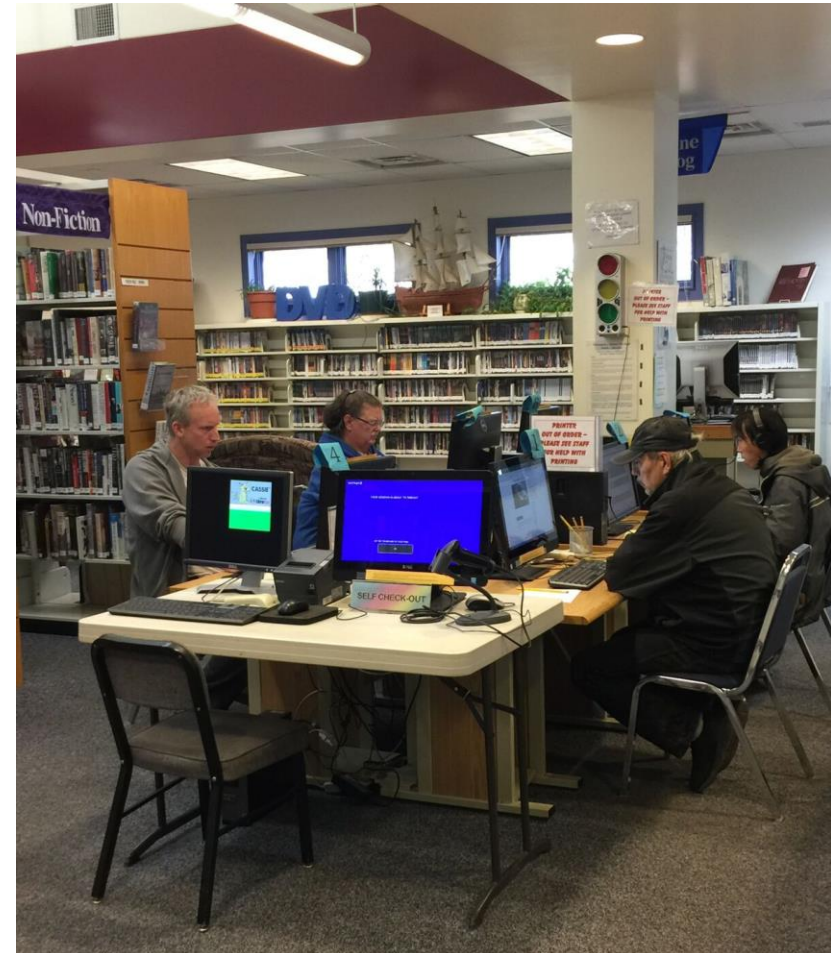
Thank you

We appreciate the opportunity to learn about the Matanuska-Susitna Borough and the five libraries that serve their communities with passion and dedication.



In the 21st Century, public libraries are racing to become centers for community connection.

Mat-Su Borough Public Libraries are already there.

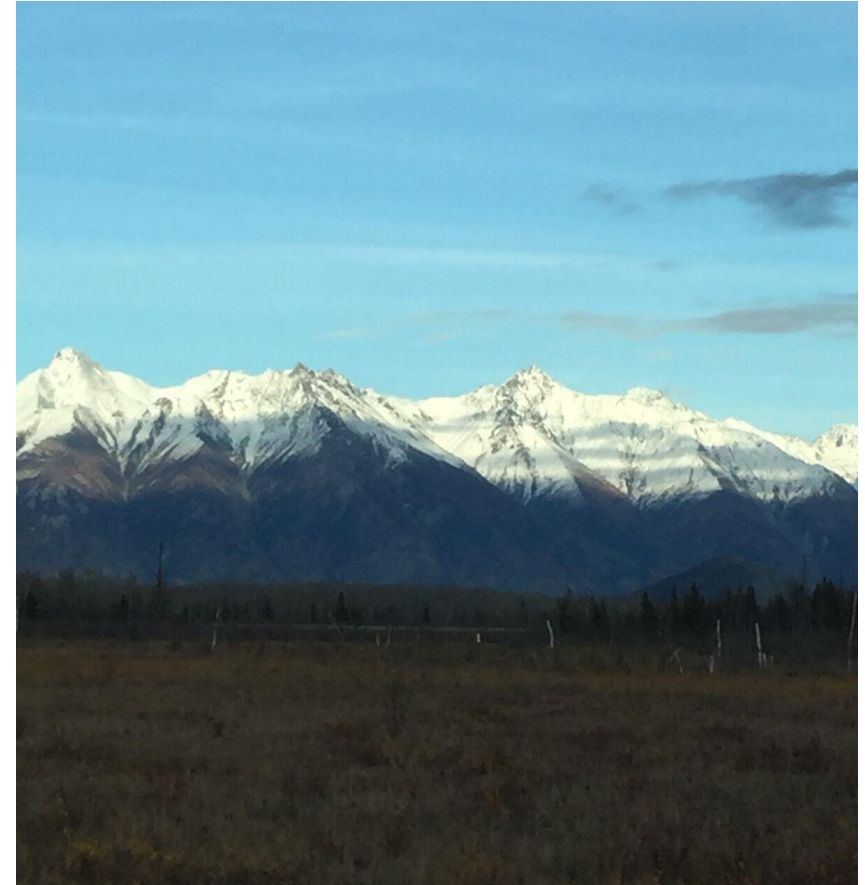


Patrons love their libraries, and Mat-Su Borough and library staff are united in their desire to provide excellent library service.



During the five year planning term, Mat-Su Borough Public Libraries will:

Serve patrons with emerging material formats, technology and ideas, and embrace innovation and best practices to improve library service.



Key themes for Mat-Su Borough Public Libraries

Support a love of reading,
personal growth and
lifelong learning

Serve as focal points and
resource hubs



Play a central role in
education

Maintain collections that meet
community needs

Strategic goals

- Expanding access
- Supporting learning
- Building community



Big Lake Public Library



Sutton Public Library



Talkeetna Public Library



Trapper Creek Public Library



Willow Public Library

Strategic Planning Process

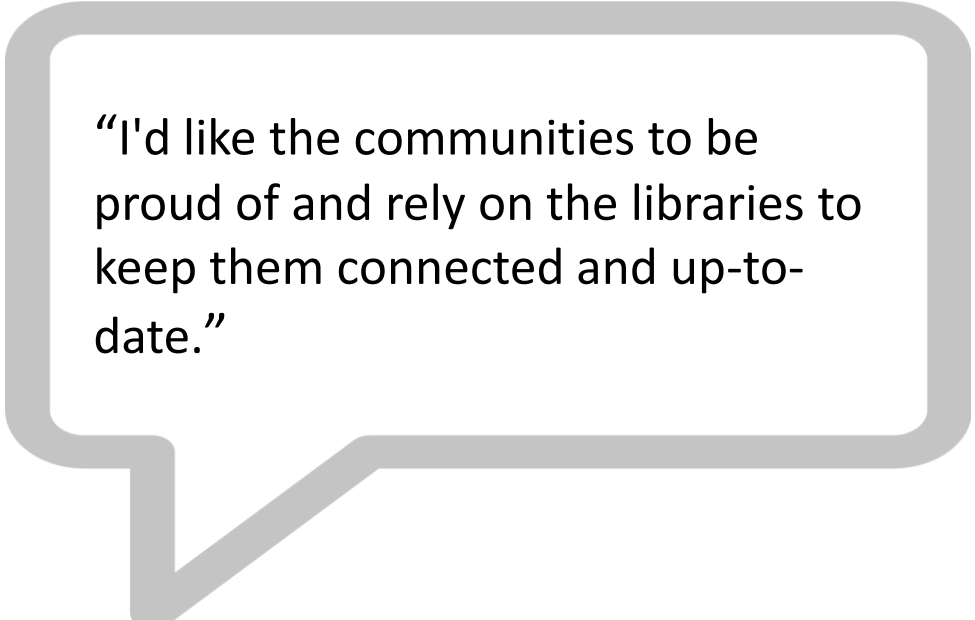
- July 2017: Community Development, Recreation and Library Department released RFP
- August 2017: LS&S selected
- September 2017: Background research
- October 9-12, 2017: On-site visits and stakeholder focus groups
- October 2017-February 2018: Continued research and draft plan completed
- March 6, 2018: Plan presented to Assembly



Focus is on the needs of Borough citizens

Nearly 300 community voices provided input, including

- 72 focus group attendees
- 12 individual telephone interviews
- 211 online survey respondents



“I'd like the communities to be proud of and rely on the libraries to keep them connected and up-to-date.”

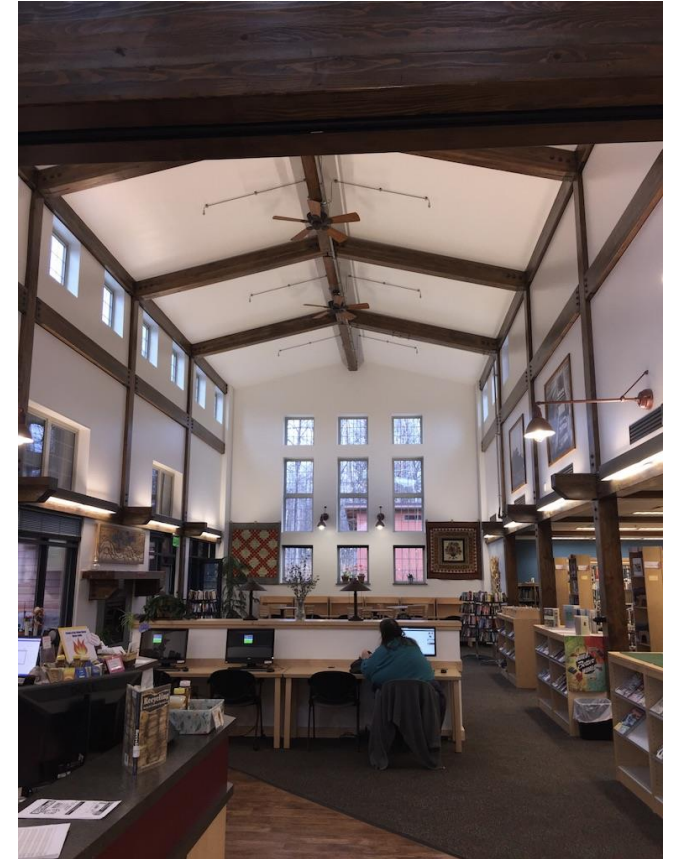
Input was gathered from:

- Librarians
- Library staff
- Mat-Su Borough staff
- Mat-Su Library Board
- Mat-Su Assembly
- Library patrons
- Friends and Advocates members



Mission: Built on stakeholder consensus

The mission of the Matanuska-Susitna Public Libraries is to encourage lifelong learning by providing free and equal access to information and technology and to provide a safe venue for community sharing.



Vision

Matanuska-Susitna Public Libraries are safe and welcoming spaces that create and encourage stronger community connections and enriched quality of life.



Values

Respect

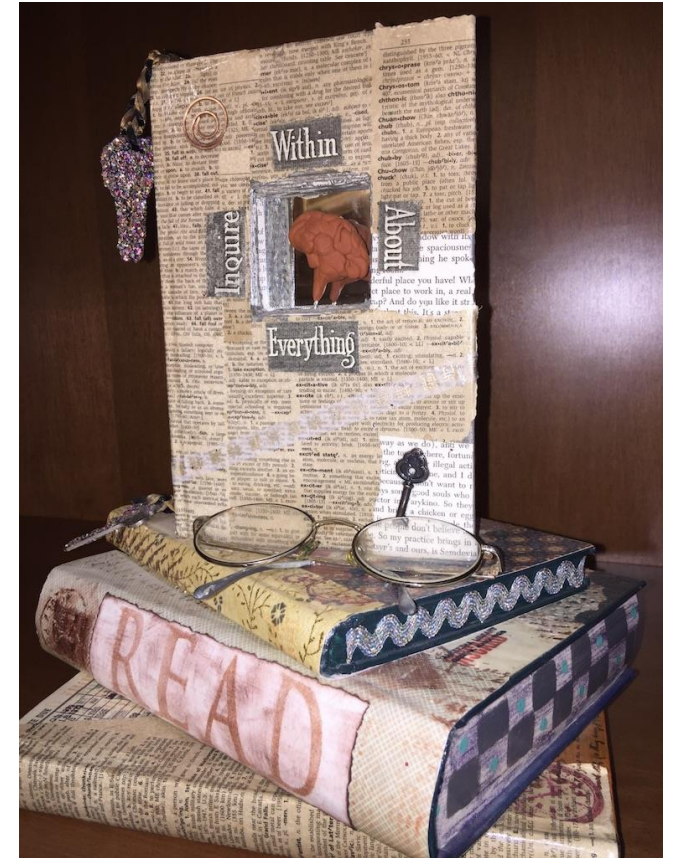
Integrity

Independence

Collaboration

Friendliness

An outside firm can suggest mission, vision and values, but success requires they be embraced by leadership and accepted by stakeholders.



Environmental Scan: Key Takeaways

- Libraries are well-loved, critical public resources
- Libraries are gathering spaces for people isolated by geography and weather
- Staff are the most important part of library service for patrons
- Oil-dependent economy means no State budget increases on the horizon
- Library service areas extend far beyond the town where libraries are located
- Each community and library is unique, yet opportunities exist for centralized efforts



Recommendations: Collection Management

- Open shelf space
- Centralize collection management – create Borough-level position
- Emphasize mobile access and outreach
- Seek collection donations



Recommendations: Programs

- Share and replicate programs across libraries
- Focus on technology
- Workforce development
- Strengthen school and homeschool partnerships
- Increase nonprofit partnerships
- Focus on parents and seniors



Recommendations: Marketing

- Focus on web presence
- Centralize marketing functions
- Increase social media presence
- Off site promotion
- Leverage stakeholders
- Host “Borough Library Celebration”



**Saturday
October
21st**

1-3:30 PM

**All Ages
Welcome!**

**Location:
Big Lake
Library &
Jordan Park**

Fall Carnival 2017



- Games ~ 1-2:30
- Treasure Hunt ~ 2:30 pm
- Costume Parade ~ 3 pm
 - Theme: Heroes & Super Villains
- Bake Sale

Hosted by: BLT's (Big Lake Teens, Big Lake Library Youth Advisory Board)

Recommendations: Staffing

- Succession planning
- Minimum staff coverage
- Borough level library position
- Staff training
- On-call staff
- Staff day
- Volunteers
- Consistent hours of operation



Recommendations: Technology

- Budget for expanded wifi access
- Standardize wireless printing
- Investigate assistive technology
- Increase One-Button Studio use



Recommendations: Facilities

- Security
- Willow: Leverage Mat-Su Foundation grant
- Willow: Prepare for break in government funding
- Talkeetna: Parking lot and landscaping plan
- Big Lake and Trapper Creek: Reset furniture and shelving



Strategy Map

| | Short Term Mar 2018-Oct 2019 | Medium Term Nov 2019-May 2021 | Long Term June 2020-Dec 2022 | End State |
|------------------------------|---|--|--|---|
| Collection Management | <ul style="list-style-type: none"> • Open shelf space | <ul style="list-style-type: none"> • Collection acquisition management • Emphasize mobile access and outreach • Seek collection donations | | <ul style="list-style-type: none"> • More space for material display and merchandising • Acquisition is efficient • Material in good condition is available for checkout • Circulation rates grow |
| Programs | <ul style="list-style-type: none"> • Share and replicate programs across libraries • Focus on technology • Workforce development | <ul style="list-style-type: none"> • Strengthen school and homeschool partnerships • Increase nonprofit partnerships | <ul style="list-style-type: none"> • Focus on parents and seniors | <ul style="list-style-type: none"> • Libraries are supporting student needs • Citizens think of libraries as learning centers • Libraries are hub for technology access and instruction |

Strategy Map

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|------------------|---|--|---|--|
| Marketing | <ul style="list-style-type: none"> • Focus on web presence • Centralize marketing functions • Increase social media presence | <ul style="list-style-type: none"> • Off-site promotion | <ul style="list-style-type: none"> • Leverage stakeholders • Host "Borough Library Celebration" | <ul style="list-style-type: none"> • New patrons are engaged with library services • Marketing efforts are efficient • Library marketing is branded |
| Staffing | <ul style="list-style-type: none"> • Succession planning • Minimum staff coverage • Borough level library position | <ul style="list-style-type: none"> • Staff training • On-call staff • Staff day | <ul style="list-style-type: none"> • Volunteers • Consistent hours of operation | <ul style="list-style-type: none"> • Current staff are in place to train incoming staff • Minimum of two staff during all operating hours • Staff training is offered regularly • Staff and volunteer recruitment and retention is solid • Operating hours are consistent |

Strategy Map

| | Short Term Mar 2018-Oct 2019 | Medium Term Nov 2019-May 2021 | Long Term June 2020-Dec 2022 | End State |
|-------------------|---|--|--|---|
| Technology | <ul style="list-style-type: none"> Budget for expanded wifi Standardize wireless printing | <ul style="list-style-type: none"> Investigate assistive technology Increase Talkeetna One Button Studio use | | <ul style="list-style-type: none"> Libraries are Technology Access Centers Wi-fi access is available without long wait times Library equipment is accessible for all Specialized equipment is promoted and used |
| Facilities | <ul style="list-style-type: none"> Security Leverage Mat-Su Foundation grant for Willow Prepare for government funding at Willow Shift management of community center at Willow | <ul style="list-style-type: none"> Talkeetna: Parking lot and landscaping | <ul style="list-style-type: none"> Big Lake and Trapper Creek: Reset furniture and shelving | <ul style="list-style-type: none"> Prevention and response procedures for security issues are in place New Willow facility is complete Open space is created at Big Lake and Trapper Creek |

LS&S: Library Partner for Today & Tomorrow

- 83 Libraries Nationwide
- 30+ Years Library Expertise
- History of Performance with 96% Retention Rate
- 100% Committed to Library Patron Service

