Town of Mooresville Mooresville Public Library

Strategic Framework

Books, Films and Stories to Lend Information for Free

Vision

To be acknowledged as a leader in public service in Mooresville and THE source for information that empowers the community

Mission

To serve the community by meeting its cultural, recreational, and educational information needs in an efficient, personal, and comprehensive manner.

Performance Measures

Meet or exceed PLA National Average for registered borrowers as a % of Service Area Population (26,385)	73%
Meet or exceed PLA National Average for circulation per capita of service area population	7.1
Meet or exceed PLA National Average for library visits per capita of service area population	5%
Maintain or exceed attendance of library sponsored programs	13077
Maintain or increase # of library sponsored programs	449
Acquire requested materials within 30 days	95%
Answer reference questions within 24 hours of receipt	100%
Place acquired materials on shelf within 48 hours of arrival	100%
# of training programs, seminars, or conferences attended per staff member	1
# of cumulative staff hours of in-house training	175
% of positive responses to Annual Patron Satisfaction Survey	90%

Goals

Reference
To collect, preserve, and make available library materials to serve the recreational, informational, educational, and leisure needs of the community.

Youth Services
To serve the educational, cultural, and recreational information needs of children and their parents, guardians, caregivers, and teachers, through focused programming, careful collection development, and collaboration with the other departments.

Circulation
To maintain high quality control of the material and patron records and to assure Library statistics are accurate.

Local History, Genealogy, Archives, and Special Collections
To create, maintain, and perpetuate a scholarly repository of archival, historical, and genealogical importance for the people, the Town, and the Library.

Technical Services and Systems
To enhance the ability of other Library functions to serve the Library's community of users.

Administration
To support Library staff with direction, education, training, tools, and resources to enable them to meet community and patron needs.

Strategies

1. Provide accurate information and professional guidance in the use of reference and circulating collections (Brenda).
2. Provide a representative general non-fiction collection that responds to the needs of the general public and school age researchers that is responsive to current topics of interest and general research requirements (Brenda).
3. Provide qualified reference staff that is always available and trained to assist the public in its informational needs (Brenda).
4. Plan and present programming that is commensurate with community demand for programs for young adults and adults (Brenda).

5. Enhance staffing and capability to conduct outreaches in various locations within Mooresville(Mary Elizabeth).
6. Build the Easy and Juvenile nonfiction, biography, and reference collections by careful collection development to assure an up-to-date, representative collection (Mary Elizabeth).
7. Plan and present programming that is commensurate with community demand for programs for the age groups of pre-school and elementary (Mary Elizabeth).
8. Maintain a wide selection of recreational reading, viewing, and listening materials in the Easy and Juvenile fiction and non-fiction sections (Mary Elizabeth).
9. Enhance continuing education of staff utilizing NC State Library and NCLA (Mary Elizabeth).

10. Maintain the accuracy of circulation, patron, and material records (Robin).
11. Maintain adequate staffing of the circulation function with a minimum staff of three at all times the Library is open (Robin).
12. Increase the number of copies of a title when the request ratio reaches 4:1 (Robin).
13. Maintain a wide selection of recreational reading, viewing, and listening materials in adult fiction and non-fiction sections (Robin).

14. Add a back-up position to provided enhanced coverage of Special Collections (Andy).
15. Acquire additional materials including family records; local business records; church, state, local and regional historical records; relevant rare books, etc. (Andy).
16. Provide digital and hard copy access to the records, as appropriate (Andy).
17. Develop procedures for the Library to become the public depository for Town Records (Andy).

18. Maintain prompt and accurate processing of new Library print and non-print resources (Neal).
19. Assist departments in new material selection and ordering (Neal).
20. Work with the Town to maintain and enhance the Library web presence as a portal to the Library's information resources (Neal).
21. Identify and implement replacement system for management of public access computers (Neal).

22. Continue patron survey process and take action (John).
23. Require that all staff attend at least one training conference or class per year, as budget allows, and conduct staff training day (John).
24. Continue process of documenting polices and procedures (John).
25. Begin the process of considering expansion with branches in the East and West areas (John).
26. request enhanced security protection at night and at Library closing (John).