

MOORE MEMORIAL PUBLIC LIBRARY
STRATEGIC PLAN
October 1, 2021 THROUGH FY September 30, 2024
Approved by Library Board July 26th, 2021
Approved by City Commission August 18th, 2021

OUTREACH

Goal 1: Become social services information hub for Galveston County

Objectives:

1. Create Social service 'map' of available services. (FY 2022)
2. Coordinate with county wide social services agencies. (FY 2022)
3. Train staff in all current application processes. (FY 2022, FY 2023)
4. Market services through all available channels/partners.(FY 2022)

Goal 2: Increase outreach by utilizing all media/social media platforms

Objectives:

1. Maintain and update a formal publicity plan for the library. (FY 2022)
2. Engage all local media (print/radio/TV/etc.) for feature stories on library programs/services. (FY 2022)
3. Use features of new library/city website to market events, services, collections, etc. (FY 2022)

Goal 3: Actively promote library collections, events, programs, and services to residential facilities and community organizations.

Objectives:

1. Disseminate applications and brochures to local businesses for employees. (FY 2022)
2. Review and research the development of local partnerships. (FY 2022)
3. Increase marketing outreach for library collections and services, including digital resources. (FY 2022)
4. Research, develop and implement a plan for library resources on new updated website. (FY 2022)

Goal 4: Investigate ways to expand outreach services to all ages

Objectives:

1. Research use of Free Little Library and continue developing potential new locations for setup. (FY 2022)

2. Research current outreach services to schools and assisted living facilities. Continue developing outreach programs and services based on research. (FY 2022)
3. Research current adult and teen volunteer opportunities and revise accordingly. (FY 2022)

PROGRAMMING

GOAL 1: Create and support a community of life-long learners

Objectives:

1. Research and implement programs for marginalized groups. (FY 2022)
2. Research and implement programs for homeschool, unschool, etc. families. (FY 2022)
3. Research and implement programs for neuro-divergent youth and adults. (FY 2022)
4. Research and implement programs tailored to senior citizens. (FY 2022)
5. Develop and implement both in-person and virtual options for job-seeking skills. (FY 2022)
 - Partner with Worksource Solutions for trainings and referrals
 - Seek out new partners for job training skills
 - Implement on demand one-on-one resume training
6. Develop and implement offsite programming at community centers throughout the community. (FY 2022, FY 2023)
7. Research alternative models of computer training for both in-person and virtual teaching. (FY 2022)
8. Assist in national and state-level literacy initiatives by providing training and assistance on life literacy skills to include filling out forms, protecting personal information, obtaining basic governmental services, finding quality medical, legal and consumer information, and training on online safety and security. (FY 2022)

GOAL 2: Develop and maintain programs which foster citizen participation in political, social, and community activities

Objectives:

1. Research and develop slate of Community Programs- programs that encourage and develop community involvement. IE forums, panel discussions, etc. (FY 2023)
2. Research and develop slate of Community Groups- groups that meet regularly that are led and managed by the public. IE knitting clubs, book clubs, etc. (FY 2023)
3. Develop extended programming options to provide educational opportunities to off-site locations such as community centers, senior centers, schools, and community gathering points. (FY 2023)

TECHNOLOGY

Goal 1: Provide the most appropriate technological resources for the library community.

Objectives:

1. Improve our current library technology
 - Work with vendors to improve the patron interface to the library's integrated system (ILS), from both a mobile and a non-mobile perspective. (FY 2022, 2023, 2024)
 - Research more effective use of email for notification of holds, overdue items, programming, etc. (FY 2022, 2023, 2024)
 - Research feasibility of purchasing an automated calling system module for use in calling holds and overdue items. (FY 2022, 2023, 2024)
2. Review/replace staff and patron virtual machines (VM) with standalone desktop or new VM. (FY 2022)
3. Research alternatives to the current library ILS (catalog). (FY 2022, 2023, 2024)
4. Increase the level of patron self-service capability to allow more efficient use of staff resources. (FY 2022, 2023, 2024)
 - Implement mobile apps for each online resource provided, if available and appropriate. (FY 2022, 2023, 2024)
5. Evaluate and assess using touchscreen technology in the library. (FY 2022, 2023, 2024)
6. Evaluate and design effective tech skills training for patrons. (FY 2022, 2023, 2024)
 - Investigate efficiency of offering online recorded video tutoring for Basic Computer, Excel, etc. classes previously offered in person. (FY 2022, 2023, 2024)
7. Research new technology options for programs and outreach. (FY 2022, 2023, 2024)

LOCAL HISTORY/ARCHIVES

Goal 1: Maintain and expand Local History Archive.

Objectives:

1. Develop policies and procedures to formalize processes.
 - Create guides to be used by staff and volunteers in all areas not currently covered by existing policies.
2. Develop a tailored classification structure for the archival material. (FY 2022)
3. Search out and obtain additional historical records, maps and items held by other City Departments, such as TCISD. (FY 2022, FY 2023)

4. Complete the Vertical File project and integrate the bibliographic records of those resources into the library's ILS. (FY 2022)
5. Utilize oral history projects to assist in filling in gaps within the archive. (FY 2022, FY 2023, 2024)
6. Create a physical space in library to promote and exhibit archival material. (FY 2022)

Goal 2: Develop and expand digital collection of selected archive holdings

Objectives:

1. Integrate bibliographies pathfinders, displays etc., into a fully mixed media environment and web presence. (FY 2022)
2. Research ways to develop short video segments to describe materials in the archive for community members and students. (FY 2023)
3. Create a comprehensive listing of Texas City historical resources held in other organizations or locations in Galveston County. (FY 2023)
4. Research and utilize grant opportunities to fund planned digitization and exhibit projects. (FY 2022)

Goal 3: Develop and expand a county-wide organization of archives

Objectives:

1. Research collaboration, partnerships and training opportunities with the Archives Group of Galveston County (AGGC).
 - Recruit archives, libraries, and museums for AGGC. (FY 2022)
 - Aid AGGC to develop holding list of respective archives. (FY 2022, 2023)
 - Host Galveston County archive lists on searchable website. (FY 2023, 2024)

Goal 4: Develop and expand partnerships with other Local History and Archivist organizations.

Objectives:

1. Research opportunities to provide internships for students interested in history, archival work, digitization and digital humanities. (FY 2022)
2. Issue annual public request for donations of local history documents, photos or items, possibly in collaboration with the Texas City Museum. (FY 2022, FY 2023, 2024)
3. Research ways to expand outreach services to schools and other historical agencies within Galveston County. (FY 2022, FY 2023)
4. Collaborate on displays and/or programs in cooperation with the Texas City Museum. (FY 2022, FY 2023, 2024)
5. Create and deliver periodic public discovery opportunities for archival and local history materials utilizing local historians. (Speakers Bureau). (FY 2022, FY 2023, 2024)