

Marilla Free Library Long Range Plan 2019-2022

Mission Statement

The Marilla Free Library is dedicated to providing access to information, supporting life-long learning, and encouraging a love of reading through resources, programs and services.

Vision Statement

The vision of the Marilla Free Library is deeply rooted in the community: promoting partnerships and fostering the development of a literate and informed citizenry through free and equal access to cultural, intellectual, recreational and information resources. We strive to become increasingly integral to our community, and to serve that inclusive community with excellence.

Goals and Objectives

Goal I: Offer quality information service by providing library materials in a variety of formats, which adequately serve the informational, educational, cultural, and recreational needs, and demands of the community.

- A. Maintain a quality book and materials collection.
- B. Pursue technology that can enhance library service and to support programming (including extensive one-on-one training) and outreach to allow the community to incorporate these technologies into daily life.
- C. Support the Central Library in its efforts to provide uniform technological services throughout the B&ECPL System.
- D. Regularly evaluate the effectiveness of the library's programs, services, and collections.

Goal II: Promote public awareness of the Library's services and needs.

- A. Explore new forms of media and methods of promotion to inform the public of important and upcoming events at the library. In addition, printed information on library programs and events will be made available to the public at the library.
- B. The library will maintain various social media accounts and publish programs, news, and other information for the community through these outlets.
- C. The Director will continue to actively work with local schools and other local agencies, both to encourage library use and to determine community needs. The Director will actively pursue materials specified by the schools, such as mandated summer reading.
- D. Continue to provide extensive quality programming for a variety of ages to meet the community's needs and to promote these programs through a variety of sources.

Goal III: Maintain the library facility, parking areas, and access.

- A. Maintain a welcoming and pleasant environment for patrons and the library collection including routine evaluation of the furnishings, layout and condition of the building.
- B. Regularly assess the library grounds, building, furnishings, and configurations.

Goal IV: Pursue private and public funding necessary to fulfill the Library's Mission.

- A. Support the Buffalo and Erie County Public Library (B&ECPL) Board of Trustees in their ongoing strategy to maintain pressure upon the County of Erie and State of New York to increase the annual budget.

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- B.** Explore the idea of a Marilla Free Library Association.
- C.** Encourage donations of memorials and other gifts to the Library.
- D.** Continue to support and encourage the Friends of the Marilla Free Library in fundraising and other activities that support and strengthen the library's vision and mission.
- E.** Continue to seek grants and other outside funding to aid in the maintenance of the building and in the presentation of arts and cultural programming.

Goal V: Maintain open communication between the Marilla Free Library and Community.

- A.** Communicate with the Marilla Town Board, County Legislature, State Representatives, and B&ECPL Board.
- B.** Continue to participate in the Association of Contracting Library Trustees meetings.
- C.** Encourage community feedback and participation through surveys and focus groups to shape future library services, programs, materials, and resources.
- D.** Deliver a board-approved, written annual report to the community on the library's progress in meeting its mission, goals, and objectives.

Adopted by the Marilla Free Library Board of Trustees: March 19th, 2019