



# MARY RILEY STYLES **PUBLIC LIBRARY**

FY 2024 thru 2028

High-Level Strategic Plan/Lens

Adopted: \_\_\_\_\_



MARY RILEY STYLES  
**PUBLIC LIBRARY**  
**Mission, Vision & Values**



# Mission-Vision-Values

## MISSION

Supporting Community.  
Inspiring Discovery.  
Promoting Literacy.

## VISION

A sustainable, informed,  
invested, and caring  
community of life-long  
learners.

## VALUES

**Welcoming:** Promoting an environment where all are treated with respect and a sense of belonging can be achieved.

**Discovery:** Offering opportunities to connect, explore new ideas and expand on all types of literacy.

**Community Focus:** Engaging the community and responding to needs through enhanced relationships, partnerships, and accessible resources.

**An open mind:** Maintaining balance in collections, programs, and ideas that respects different viewpoints and allows room for debate and exploration.

**Purpose-driven approach:** Utilizing data and research in evidence-based decision-making that aligns resources, needs, and support.

**Flexible and forward-thinking:** Creating positive interactions by quickly adjusting to expressed needs while anticipating ongoing opportunities to remain future-ready.



MARY RILEY STYLES  
**PUBLIC LIBRARY**

# Strategic Focus Areas & High-Level Strategic Plan

# Strategic Focus Areas

Continue to elevate and optimize programming and support services to meet the community's educational, health, civic, and enrichment needs for all ages, furthering the Library as "the place" for lifelong learning and literacy.

**Elevate  
Programming,  
Resources, &  
Spaces to  
Improve  
Relevance &  
Ease of Use**

Expand partnerships and outreach efforts to meet the community's educational and enrichment needs, taking those efforts beyond the walls of the Library when appropriate and seeking to serve a broader cross-section of the community, particularly those who have been traditionally underserved.

**Expand  
Outreach,  
Partnerships, &  
Collaborations  
with a focus  
on the  
Underserved**

Increase investment in the staff of the Library to improve effectiveness and increase efficiency and staff job satisfaction in order to better meet the current and future needs of the community. The increased staffing should result in increased hours to better meet the (evening and weekend) access needs of the community.

**Increase  
Investment in  
Staffing to  
Expand Access  
& Hours**

Raise the profile of the Library, and expand awareness of its full suite of resources, programs, and services with both the community and especially with city leadership so that residents and leaders see the library as a valuable community asset worthy of increased use, funding and financial support.

**Enhance  
Community &  
City Leadership  
Awareness &  
Engagement**



# Further Elevate Programming, Resources, and Spaces to Improve Relevance and Ease of Use

**Elevate and optimize programming and support services to meet the community's educational, health, civic, and enrichment needs at all ages and life stages, furthering the Library as "the place" for lifelong learning and literacy.**

- Expand programming, especially for adults, non-English speakers, historically underrepresented populations, and age groups not utilizing the Library at higher levels (tweens, teens, and 20-30-year-olds)
- Seek community engagement around the library as a safe and welcoming place for everyone
- Expand resources, access, and hours for the local history room
- Elevate the Library's role as the place to connect for lifelong learning

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## Outcomes:

- The enhanced Library connects more users to more resources, technology, and services that positively impact their lives.
- Resident satisfaction with the Library further improves and it continues to be a source of community pride.
- Users experience a broader array of library services and resources on each visit.
- The library offers more creative and collaborative opportunities.
- Families feel the Library is a safe place which is welcoming to all people and viewpoints.
- Adults and families will be thrilled with more programs that engage their interests and life needs in even more relevant and impactful ways.
- Local History resource users can find more materials, more easily, and get access to those resources across a broader array of methods and hours.

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**Potential Initiatives:** *(for this section, syntax and grammar were taken from the strategic retreat participants ideas and has been mostly left intact as written, these potential initiatives are suggestive and directional for the development of each year's 12-month work plan and not intended as a check list of activities.*

- Elevate Programming (with more focus on Adults)
  - Innovate Adult Programming Approaches
  - Expand Public Art related programs
  - Rethinking Approaches to Overall Programming
  - Programming to Show Parents Resources in the Catalog
  - Expand programs and relevance to 20–30-year-olds
- Setup a Memory Lab to allow users to convert various legacy formats to newer digital formats
- Expand and Elevate Local History Resources
- Space and Parking Related Initiatives
  - Seek more innovative solutions to the limited parking options
  - Misc. Smaller Impact Space Ideas (more study spaces, more tables)
- Collections Related Initiatives
  - Increase community engagement around collection development and access
  - Improve Catalog/ Search Access
  - Expand Digital/E-Resources and Usage
  - Evaluate Collection Shelving ideas for Improvements
  - Seek to eliminate/reduce books being shelved on the bottom shelf

# Expand Outreach, Partnerships, and Collaborations with a Focus on the Underserved

**Expand partnerships and outreach efforts to meet the community's educational and enrichment needs, taking those efforts beyond the walls of the Library when appropriate and seeking to serve a broader cross section of the community, particularly those who have been traditionally underserved.**

- Expand programming beyond the walls of the library, especially for adults, non-English speakers, historically underrepresented populations, and age groups not utilizing the Library at higher levels (twens, teens, and 20-30-year-olds)
- Strengthen existing partnerships in this effort and seek out new partnerships when appropriate to better reach the underserved community within City of Falls Church
- Deepen school connections to administration and teachers to reach a broader array of students and their families
- Seek to expand the volunteer base and the opportunities and roles to which those volunteers can contribute

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## Outcomes:

- More residents are positively and consistently impacted by library services.
- More traditionally underserved residents are engaged by the library and find its services and resources having a positive impact on their quality of life.
- Increase in community engagement with the Library from organizations and residents across the city.
- Service utilization across all categories increases and the user base expands to more residents.
- City leaders and community organizations see the Library as a critical partner to engage with on community related issues and initiatives.
- Local and regional partnership opportunities and impacts increase and/or are strengthened.
- Library is seen positively as sharing information and engaging the community around issues where the Library is playing a role.
- Increase the level to which community members attest to the Library making the City of Falls Church a better place to live.

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## Potential Initiatives:

- Increase Partnerships and Collaborations
  - Increase partnerships with community groups for programs
  - Work with community groups to develop needed collections
  - New possible partners: Shepherd Center, Welcoming Falls Church, Homestretch
  - Partnering for events, book groups, programs
- Outreach and Underserved Focused Activities
  - Connecting and Serving the Underserved (e.g., non-English speaking residents)
  - Increase School Connections and Collaboration
  - Homeschool Family Outreach and Support
  - Show up at School Orientations get plugged into the new student process
  - Expand Teen Engagement and Collaboration
- Expand and look to Evolve How Volunteers/Friends Can Help Support the Library
  - Explore more perhaps expanded but appropriate/realistic roles for volunteers to support the library's work and mission
  - Partner with the Community Center on providing programming
  - Recruit and train local history room volunteers
  - Consider options for the more widespread sale of library book donations and discards, looking perhaps beyond the walls of the library

# Enhance Community and City Leadership

## Awareness and Engagement

**Further raise the profile of the Library, and expand awareness of its full suite of resources, programs, and services with the community and especially with city leadership so that residents and leaders see the library as a community asset worthy of increased funding and financial support.**

- Increase efforts and resources applied to marketing and community awareness activities, including further raising the appreciation of city leaders for the services and value the library provides the community
- Seek increases in operational funding to support staffing, resources, and services
- Fundraising efforts by the foundation and the board of trustees are further increased to help support the library beyond the city's funding

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### Outcomes:

- User awareness and understanding of the Library's resources, programs, and spaces is increased and usage further benefits their lives.
- The City and local funding support for the Library is increased to bringing further services and benefits to the community.
- Library recognition within the community is increased as a place where all are welcome and appreciated for who they are.
- Increase in community engagement and participation with the Library including both residents and community organizations.
- Partnerships with local organizations and the schools are expanded and enhanced in a way that increases impact and awareness of the Library and its partners.
- An ever-increasing number of community members attest to the Library making the City of Falls Church a better place to live.

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### Potential Initiatives:

- Expand Marketing and Awareness Efforts and Investments
  - Develop a Marketing and Social Media Plan
  - Expand Marketing/Communications Staff
  - Develop a Library Calendar/Newsletter
- Increased efforts around general fundraising beyond city funding
  - Hold a 125th Library Anniversary Gala in 2024
  - Need to get more individual donors
  - Build connections with possible donors/supporters
- City Leadership Relationship & Awareness Building
  - Board and Foundation(as able) coordinate efforts to develop a grassroots community organization to support lobbying of City leadership for increased funding
  - Improve Integration with City Staff and Other Departments
- Foundation takes a larger role in educating (not lobbying) the City and City leaders about the importance and role of the library in the community
  - Utilize state/regional resources for training on this



# Increase Investment in Staffing to Expand

## Access and Hours

**Further increase investment in the staff of the Library to improve effectiveness and increase efficiency and staff job satisfaction in order to better meet the current and future needs of the community. The increased staffing should result in increased hours to better meet the (evening and weekend) access needs of the community.**

- Increase level of funding for staffing (more positions, better compensation, more training and professional development)
- Utilize expanded staff to extend hours and service and programmatic access inside and outside of the library building.

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### Outcomes:

- Staff report higher levels of job satisfaction and a library with a healthy organizational culture, supporting and respecting all identities and providing all staff with what they need to drive success for themselves and the Library.
- The Library is seen as friendly, welcoming place where all residents see their service needs able to be met.
- Resource utilization increases through improved quality and relevance to the full community.
- Staff have access to the training, professional development, and resources they need to thrive as team members of MRSPL and serve the community's evolving needs.
- Community has increased satisfaction (surveyed & anecdotal) also indicated through higher usage of the Library (services, spaces, and resources).
- An ever-increasing number of community members attest to the fact that the Library makes the City of Falls Church a better place to live.

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### Potential Initiatives:

- Various Approaches to Expanding/Optimizing Hours
  - Expand Hours through the addition of more Staff
  - Shift Hours to Create Broader Access and More weekend Hours
  - After hour hold pick up for use when people need it
  - Rethink staff use from ground up looking for ways to extend hours
  - Expand Hours and/or Access thru Different & Innovative Approaches
- More Staff Training and Professional Development Opportunities
  - Regular training and professional development plan for staff
  - Comprehensive onboarding for new staff

# Higher Order Plan Objectives

