

Metropolitan Library Service Agency (MELSA)

Strategic Plan

2017 - 2020

Anoka County Library
Carver County Library
Dakota County Library
Hennepin County Library
Ramsey County Library
Saint Paul Public Library
Scott County Library
Washington County Library

Making Great Metro Public Libraries Better

Metropolitan Library Services Agency (MELSA)

Strategic Plan – 2017 to 2020

Adopted March 13, 2017

MISSION: MELSA makes great metro area public libraries better.

VISION: MELSA is a national leader among library collaboratives.

STRATEGY: MELSA will provide leadership and partner with member libraries to support the delivery of high quality public library services across the metro area.

GOALS FOR 2017-2020

Goal 1: Expand the capacity of MELSA library systems to address the service needs of metro area residents.

- Provide financial support for MELSA member library systems operational and technology needs. (Formula, Phase, RLTA and other distributions)
- Build upon the work of MELSA's teams and interest groups to further collaboration, improve service delivery and ensure best practices are used across the metro area.
- MELSA and its member libraries currently support such groups in the areas of:
 - E-Resources
 - Technology
 - Circulation
 - Adult Programming
 - Teen Services
 - Patron Registration
 - World Language Acquisition
 - Promotions
 - Youth Services
 - Assistive Technology
 - Jobs & Small Business
 - Volunteers
 - Legacy Amendment

Goal 2: Support innovative services that are responsive to the needs of our member libraries

LEARNING FOR ALL AGES

- In coordination with member libraries, offer accessible and engaging collections, programs and services that inspire curiosity, foster the development of early literacy skills and a lifelong love of reading.
- Responding to organizationally defined priorities, assist MELSA independent member library systems as they engage with residents to support personal growth, enable professional development, and contribute to workforce readiness.

- Provide library users greater opportunities to experience arts, history and literature as funded through the Minnesota's Arts and Cultural Heritage Fund and other community arts programs.
- In coordination with member libraries and other partners, develop programs that enable students to become critical thinkers, enthusiastic readers, skillful researchers and ethical users of information.
- Enable, monitor, and evaluate diverse efforts among member libraries that support summer learning across the metro area by promoting and awareness of best practices and research-based initiatives.
- With member libraries, promote programs and services that nurture the creative spirit and capacity within metro area residents.

DIGITAL INCLUSION

- In coordination with member libraries, work to ensure accessibility of digital library services for the public, develop programs to improve digital literacy, provide technology training for workforce development, and build library staff awareness of assistive technologies that would expand access to library collections, programs, and services to more individuals.
- Identify and utilize relevant technology benchmarks to help member libraries leverage service improvement and increase digital inclusion within their service populations.

Goal 3: Develop and support collaborative services that are responsive to the needs of our member libraries.

BUILD STRONGER COLLECTIONS

- Leverage regional, cooperative purchasing power to maximize the acquisition of resources and services offered to library users.
- Engage member libraries to evaluate and prioritize commonly needed electronic resources and collections for public access and information.

SEEK OPPORTUNITIES TO ENHANCE USER EXPERIENCE

- Assemble creative personnel from member staff to consider and address evolving service needs as libraries adapt to changing user expectations and technology infrastructure.
- Facilitate discussions with member libraries to provide a more standard user experience from system to system. This may include:
 - Reviewing options to utilize technology-based solutions to standardize and improve customer experience for users of MELSA member libraries.
 - Encouraging the development of policies and practices that standardize and improve customer experience for users of MELSA member libraries.

Goal 4: Support the learning, training and professional development of member library staff.

- Provide training for staff at member libraries including programs that foster the member libraries' ability to deliver public services that enhance:
 - learning for adults,
 - development of early literacy skills for children
 - school success for youth.
- Fund training opportunities that improve information technology resources within member libraries and assist them in addressing digital inclusion *and information access* concerns within their service areas and populations.
- Provide training for staff at member libraries to improve customer service outcomes.

Goal 5: Create a greater understanding among stakeholders of the role and value of member libraries' services

- In coordination with member libraries, develop communications that highlight the role and demonstrate the impact of libraries in supporting the goals/outcomes of their governing bodies.
- Promote public library services and programs to key stakeholders including, member jurisdictions, state officials, potential program partners, and residents of the MELSA service area.
- Advocate at all appropriate levels for the support of well-funded and strong library services.

Goal 6: Provide demonstrated accountability in the expenditure of state funding appropriated for public library services.