

County demographics, trends, and key issues impacting Monterey County; Gaps/changes in community services that impact needs and expectations for the Library; Facilities, branch and staffing configurations; Budget and funding streams; MCFL statistics and current programs; and availability of alternative services in each community served.

Data was gathered through online and face-to-face meetings from people of a variety of ages and backgrounds and include: 1867 public survey responses in English and Spanish, 26 interviews with key public sector stakeholders, 113 drawings from children of their “dream library”, and input from representatives of the Foundation for Monterey County Free Libraries, various Friends of the Library groups, and MCFL staff. In addition to updating MCFL’s mission and vision statements, the following recommendations in three areas were made in the Strategic Plan:

1. Equitable and responsive services and programs for all communities
 - Develop a countywide plan for branch services that balances open-hours, staffing and services with community needs and available resources
 - Redesign the current Reference Service model with a focus on providing the best and most equitable delivery of service
 - Evaluate and update Bookmobile and Library-by-Mail use for efficiency as well as for effective delivery of library and literacy services
 - Ensure that MCFL has a secure and robust technology and telecommunications infrastructure, and effective use of technology for delivery of services
 - Respond to the community’s desire for cultural and educational programs for adults and children, and for support of the academic success of children and youth through the Homework Centers
 - Continue to expand Literacy services to reach wider audiences using progressive and sustainable methods
2. Effective and responsible use of resources
 - Explore alternative options for developing the library materials collections focusing on cost savings and best use of staff
 - Secure the ILL program’s efficiency and sustainability by establishing effective cost recovery and service delivery models.
 - Plan for and seek supplemental funding from alternative and diversified sources to fill the growing gap between fiscal resources and community needs.
 - Complete a salary study to achieve pay parity with workers in other libraries and departments
 - Create a facilities master plan that identifies short and long term repair/replacement needs of existing facilities, as well as anticipated new facilities.
3. Professional Excellence
 - Achieve better communications between staff at all levels
 - Become an organization that is decisive and able to quickly respond to staff and community needs
 - Provide regular training to maintain a high skill level for staff

OTHER AGENCY INVOLVEMENT:

None, except those that occur in the normal conducting of business.

FINANCING:

There is no impact to the General Fund.

Prepared by:

Approved by:

Bert Baumer
Administrative Services Assistant

Jayanti Addleman
County Librarian

Date:

Date:

Attachment: The Library Department's Strategic Plan.