STRATEGIC PLAN 2026–2030

Adopted by the Marion Board of Trustees
November 17, 2025

CORE VALUES

Community Engagement
We value active participation and collaboration of community members and local organizations, schools and community groups, recognizing the importance of building relationships that support learning and growth.

Inclusivity
We embrace diversity in all its forms, ensuring our library is a welcoming space where everyone feels valued and respected.
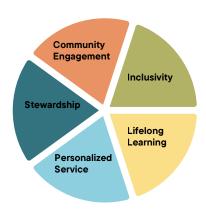
Lifelong Learning
We strive to provide resources and programs that inspire learning in all stages of life.

Personalized Service
We aim to provide assistance to help each patron find the resources that best meet their needs.

Stewardship
We are committed to responsibly managing our resources, ensuring the library remains a sustainable and vital asset for future generations.

MISSION & VISION:

Mission Statement

The Marion Public Library is committed to serving all residents of the Town of Marion, encompassing people of all ages, economic circumstances, educational backgrounds, and diverse interests and perspectives. Through our membership in the OWWL Library System, we also support the wider four-county area when needed. We strive to meet the informational, recreational, cultural, and educational needs of our community, and we warmly welcome new users to discover and enjoy all that we offer.

Vision Statement

To be the heart of our community - a welcoming place where everyone can explore, learn, and grow together.

AREAS OF FOCUS

- **Stable Funding and Support**
- **Welcoming and Functional Spaces**
- **Community Engagement**

STABLE FUNDING AND SUPPORT

We are committed to securing reliable funding so the library can continue to meet community needs today and into the future.

OBJECTIVES

- Pursue stable, voter-approved funding through the 414 referendum to provide a predictable financial foundation.
- Strengthen financial planning and transparency to maintain community trust.
- Ensure financial stability that allows the library to plan confidently for both short-term needs and long-term growth.

IMPLEMENT AND EVALUATE

- Continue with financial planning and transparency to maintain community trust.
- Library manager will apply for at least two grants per year, and grow donations and Friends contributions by 5 percent annually.
- Library manager will publish an annual financial snapshot each spring and share it at a public meeting.
- Review all fiscal policies every two years and document updates in the board minutes.

GOAL

Ensure long-term financial sustainability strong community backing, and transparent stewardship.

Possible Measures of Success:

Quantitative (numbers-based):
- *Growth in grant funding or external partnerships*
- *Increase in donations or Friends group contributions.*
- *Percentage of the operating budget covered by stable or recurring revenue.*

Qualitative (perception-based):
- *Positive feedback from local officials or partners regarding the library's fiscal responsibility.*

Tracking Tools:

Budget reports, fundraising reports, community surveys, board meeting minutes

WELCOMING AND FUNCTIONAL SPACES

We will maintain and improve our spaces so that families, children, and community members feel at home in the library.

OBJECTIVES

- Improve the children's area to better support early literacy, play, and family engagement.
- Provide more comfortable and flexible seating options for patrons of all ages.
- Ensure library spaces are well-maintained, accessible, and adaptable to evolving community needs.

GOAL

Maintain and enhance library facilities to create inviting, flexible, and comfortable spaces that support learning, connection, and community use.

IMPLEMENT AND EVALUATE

- Continue to gather community input (surveys, focus groups).
- Complete a refreshed children's area by 2027 with new seating, interactive elements, and early literacy features.
- Add or replace seating to increase comfort and functionality in both individual and group spaces. Select and purchase new seating based on patron survey input by 2028.
- Explore funding opportunities (grants, donations) to support facility upgrades.
- Conduct one formal facility audit each year using a standard checklist and set three improvement priorities.
- Repaint Community Room by 2027

Possible Measures of Success:

Quantitative:
- *Increase in program participation across age groups.*
- *Growth in library cardholders and active users.*
- *Number of community partnerships or collaborations established.*
- *Social media engagement metrics*
- *Outreach events*

Qualitative:
- *Community partner feedback on collaboration effectiveness.*
- *Stories of individual impact (patron testimonials, staff narratives).*

Tracking Tools:

Program attendance data, partnership logs, social media analytics, community surveys, anecdotal success stories.

COMMUNITY ENGAGEMENT

We will strengthen connections with our community by listening to patrons, partnering with local organizations, and making the library a welcoming hub for all.

OBJECTIVES

- Expand partnerships with schools, civic groups, and local organizations to strengthen the library's reach and impact.
- Increase opportunities for patron input and involvement in shaping library programs and services.
- Enhance library visibility and presence at community events and through targeted outreach.
- Strengthen communication and marketing strategies to keep the community informed, connected, and engaged with library resources.

IMPLEMENT AND EVALUATE

- Run one community survey each year.
- Create two new partnerships by 2027 and co-host at least one joint program each year.
- Continue library participation in town events, festivals, and civic initiatives.
- Publish a monthly newsletter, post weekly on social media, and share community updates.
- Create volunteer and "friends of the library" opportunities to encourage patron involvement.

GOAL

Deepen community connections by building strong partnerships and engaging patrons in meaningful ways that enhance the library's role as a trusted community hub.

Possible Measures of Success:

Quantitative:
- *Increase in library visits and room reservations.*
- *Growth in program attendance by 5%, maintaining spreadsheet for trackng*

Qualitative:
- *Patron satisfaction ratings related to comfort, safety, and functionality (via surveys or comment cards).*
- *Observational feedback from staff*
- *Testimonials highlighting positive experiences with library spaces.*

Tracking Tools:

Facility audit checklists, patron satisfaction surveys, project management logs.