



Lee-Whedon Memorial Library

Strategic Plan 2019-2024

Section One: Summary/Overview

Lee-Whedon Memorial Library will continue to ensure that we provide equitable access to our community through our facility, collection, and programming. Our priorities remain focused on serving the needs of our community by providing a safe and welcoming environment, high quality collections and programs, technology and information access, and community space.

Section Two: Mission Statement

Lee-Whedon Memorial Library will encourage, promote, and support the personal growth, creativity, and lifelong learning of the members of our community.

Section Three: Priorities & Goals

Priorities: Equity of access, literacy and learning, service, and stewardship

Goal 1: Improve Access

- Expand virtual library
 - Online databases and collections
 - Expand Overdrive collection
 - Digitizing unique collections
- Offer relevant programming & materials
 - Gather more community input through surveys and questionnaires
 - Programming surveys
- Remove barriers
 - Research other library's ROI for eliminating juvenile fines
 - Investigate financial impact of eliminating fines on juvenile materials
 - Investigate financial impact of waiving current fines for all juveniles

Goal 2: Strengthen Community Connections

- Participating in community events
 - Staff at all levels actively participating in events
- Participate in relevant community associations/organizations (list is not exclusive)
 - Medina Business Association
 - Medina Historical Society
 - Healthy Orleans Network
 - Medina Area Association of Churches
 - Medina Food Pantry
- Partner with relevant organizations for programming and events (list is not exclusive)
 - YMCA
 - Medina School District
 - Medina Business Association
 - Medina Railroad Museum
 - Cornell Cooperative Extension
- Collaborate with the Friends of the Library towards mutual goals

Goal 3: Team-Oriented Culture for Staff

- Empower staff
 - Assign staff to projects based on strengths
 - Staff recognition
- Staff training/team building
 - Annual technology training
 - Annual customer service training
 - Annual group activity

Goal 4: Facility Improvement

- Building expansion
 - Outdoor area/children's garden
 - Multi-use space
 - Community space
 - Tutoring rooms
 - Staff parking
- Environmental sustainability
 - Improve recycling options in staff and public spaces
 - Eliminate one time use items wherever possible
 - Reduce use of harsh chemicals

Goal 5: Increased Awareness

- Develop and implement a comprehensive marketing plan
 - Uniform messaging
 - Tell the library's story
- Annual mailing to community
 - Investigate cost of mass mailing vs Pennysaver flyer
- Increase online library presence
 - Social Media strategy
 - Improve Google Ads