



Mountain Home
Public Library

STRATEGIC PLAN

2018 to 2021

IT'S MORE THAN JUST THE BOOKS....



BACKGROUND

The Mountain Home Public Library is located in the City of Mountain Home, Idaho, a rural community with a population of approximately 14,000. Mountain Home residents pride themselves in the city's small town, friendly atmosphere. Mountain Home Air Force Base is located ten miles outside of the city and adds to the diversity of the local population.

As a department of the City of Mountain Home, MHPL's service area lies within the incorporated city limits and funding is derived from that portion of the tax base.

Municipal libraries and their governing boards are established and operate under Idaho Code, Title 33, Chapter 26, Sections 2602 to 2608. The Library Board sets policy for the operation of the public library. By law, Library Boards in Idaho are responsible, rather than advisory. The Library Board is composed of five Mountain Home city residents representing a cross section of the community interests. Each Board member is appointed for a five-year term.



MISSION STATEMENT

The mission of the Mountain Home Public Library is to strengthen the community, enrich lives, and be connected.



VISION STATEMENT

**It is the vision of the Mountain Home Public Library to
Strengthen, Expand and Provide:**

- Strengthen the community's wellness
- Expand the knowledge and learning opportunities of all residents
- Provide access to Library resources and services



VALUES

- Provide easy access to all library resources
- Make resources visible to all library patrons
- Provide an inviting and comfortable space
- Employ a professional and customer-oriented staff
- Protect the privacy of everyone who uses the library

- Ease barriers to library services.
- Continually update outdated and/or restrictive policies.
- Provide welcoming spaces for library users

GOAL 1:

CUSTOMER FIRST AWARENESS

- Create a structure and strategy for library programming standards, plans, evaluation tools and marketing strategies.
- Assess and plan new ways to get information out to the public.
- Staff shall stay updated on library specific marketing techniques.

GOAL 2:

MARKETING

- Perform an assessment of collection and "fill gaps" as funding allows.
- Increase use of Library website by assessing and improving its "ease of use".
- Evaluate and improve classes/workshops to enhance digital literacy skills.

GOAL 3:

COLLECTION AND TECHNOLOGY

- Plan and provide quarterly staff development days.
- Increase staffing levels to provide increased community outreach.
- Provide customer-first training for library staff.

GOAL 4:

STAFF DEVELOPMENT

- Increase collection development funding to 10% of total budget.
- Be fiscally responsible by seeking out the most cost-effective solutions to library needs.
- Continually seek out opportunities to supplement taxpayer funding (i.e. Foundation, Sponsorships, Grants).

GOAL 5:

FINANCIAL AWARENESS

- Conduct an assessment of existing library spaces and determine potential remodeling options based on needs of the library.
- Assess facility maintenance issues and create a plan to continually provide for the upkeep of the building and outdoor facilities.

GOAL 6:

FACILITY NEEDS

- Enhance economic development by providing tools for increasing the quality of the local workforce.
- Increase outreach opportunities by being active in the community.
- Create and implement programming that is relevant to community needs.

GOAL 7:

COMMUNITY ENGAGEMENT



EASY • VISIBLE • INVITING

208-587-4716

790 N 10th E, Mountain Home, ID

William Lamb, Library Director

wlamb@mountain-home.us

www.mhlibrary.org

Approved by the Mountain Home Public Library Board of Trustees

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