Montgomery-Floyd Regional Library
Strategic Plan 2026-2031
2027 APPENDIX A: FY 2027 Library Objectives

[A: CONNECTIONS] [B: ONBOARDING] [C: WEBSITE] [D: SOCIAL MEDIA]
[E: VENDOR PERFORMANCE] [F: INFRASTRUCTURE]

MFRL Objectives. FY 2027

A. Increase and improve the opportunities for adult patrons to connect over shared creative, cultural, informational and recreational interests through targeted programming 2

B. Develop and deliver a repeatable, comprehensive and flexible onboarding process. 3

C. Redesign the library website to provide a modern, mobile-friendly, flexible, and engaging user experience. 4

D. Transform MFRL social media presence to increase exposure of library services, resources, and programming and meet contemporary expectations of library users. 5

E. Assess quality and value of vendor performance with planning and delivery of vendor performance reviews for all vendors with whom our annual spending exceeds $5,000. 7

F. Assess physical infrastructure at all four branches and prepare budget requests, grant requests and/or other means to address deficiencies; and complete work where possible to address deficiencies 8

A. Increase and improve the opportunities for adult patrons to connect over shared creative, cultural, informational and recreational interests through targeted programming

BENEFITS

- Relieves isolation and loneliness in the community including research-documented mental health, physical health, economic and social/behavioral effects of isolation among adults
- Leverages the facilities, resources and trust the library has to address emerging cultural issues

POPULATION SERVED

- Residents of Montgomery and Floyd counties
- In particular, senior residents of Montgomery and Floyd Counties.

OUTCOMES

- Regular monthly programming at each branch for adults that focus on connection and conversation.
- Grow programs such as Hobby Hangout and Silent Book Club where the agenda and success of the program is significantly on the participants, and there is no presenter.
- Discussion programs with experts that encourage questions and conversation.
- Create more informal gathering space connections with “open door programs.”

MEASURES

- Monthly reporting of programs and events.
- Two media articles on the how the library addresses the issue of adult isolation.
- Assessment of related programming quarterly.

TIMELINE

- Create a draft of programs for each branch to pilot by December 1
- Rollout community connection programming no later than January 1
- January-March quarterly assessment by April 21

MAJOR GOAL: BUILD CONNECTIONS

B. Develop and deliver a repeatable, comprehensive and flexible onboarding process.

BENEFITS

- Increase new staff knowledge about library services and resources
- Better work performance and efficient output by staff
- Provide clear expectations for new employees and supervisors.
- Increase new staff knowledge about the organizations (MFRL, county governments) for which they work
- Increase retention and staff morale

POPULATION SERVED

- Library staff
- Library managers
- Residents of Montgomery and Floyd counites

OUTCOMES

- Identify key onboarding topics
- Identify skills that need to be introduced during onboarding
- Develop timelines for introduction, understanding and mastery of key onboarding topics and/or skills
- Create consolidated and applicable training curriculum that ensure topics are introduced and skills are developed in a timely manner

MEASURES

- Use shared training platform to record individual onboarding progress
- Track onboarding performance based on key topics and skills at 15, 30, 60 and 90 days in the shared training platform for each onboarded employee

TIMELINE

- Identification of topics and skills by November 1
- Designate existing and draft new curriculum by January 15
- Implement onboarding tracking system by March 1

MAJOR GOAL: EMPOWER STAFF

C. Redesign the library website to provide a modern, mobile-friendly, flexible, and engaging user experience.

BENEFITS

- Increase patron ability to access to library web site, library catalog, calendar of events, and databases
- Maintain and enhance trust by offering user interfaces consistent with patron expectations
- Improve flexibility of website and library catalog

POPULATION SERVED

- All patrons using library catalog and website
- New patrons encountering library's online presence

OUTCOMES

- Mobile-friendly display for library website
- New/revised library website that performs as a mobile-first interface while bringing better focus to resources useful to patrons

MEASURES

- Increased use of library website overall as of May 2027
- Increase in patron use of library catalog as of May 2027

TIMELINE

- Identify effective and excellent peer examples by November 1
- Analyze peers against mfrl.org by November 30
- Determine current mfrl.org sections that can be combined or excised by November 30
- Evaluate possible content management system to use by December 15
- Draft of structure and sitemap by February 1
- Deliver updated web interface by May 1

MAJOR GOAL: MOVE FORWARD

D. Transform MFRL social media presence to increase exposure of library services, resources, and programming and meet contemporary expectations of library users.

BENEFITS

- Strengthen MFRL's online presence, visibility, and recognition among residents and library patrons.
- Create a more consistent and recognizable MFRL identity across social media and digital newsletters.
- Improve the efficiency and effectiveness of communicating library programs, services, resources, and events across the region

POPULATION SERVED

- Residents of Montgomery and Floyd counties
- Current and prospective library patrons who use social media
- Community members who access information about MFRL through partner organizations and their social media networks
- Partnering organizations with social media presences

OUTCOMES

- A designated and empowered content team to complete associated tasks and plan social media and related public information strategy
- Completed social media platform and audience assessment
- A sustainable content planning and production process
- Increased followers and engagement on social media channels

MEASURES

- Establish Content Creation team
- Develop and implement platform and audience assessment capturing all current platforms and the current audience(s)
- Create social media and newsletter best practice guides
- Increases in followers and engagement on social media

TIMELINE

- Monthly reporting to the Board on process
- Content Creation team established by October 1
- Track social media followers and engagement monthly beginning December 2026
- Platform and audience assessment by January 2027
- Draft a social media Best Practice Guidelines by February 2027
- Draft a newsletter / content creation Best Practice Guidelines by February 2027
- Establish a sustainable content planning and production process by March 31, 2027

MAJOR GOAL: DEMONSTRATE VALUE OF LIBRARIES

E. Assess quality and value of vendor performance with planning and delivery of vendor performance reviews for all vendors with whom our annual spending exceeds $5,000.

BENEFITS

- Identify and encourage vendor excellence
- Identify vendors with performance issues
- Possible remediation of performance issues with sole-source vendors
- Identification of competitor vendors for those vendors whose performance and/or value is lacking.

POPULATION SERVED

- Residents of Montgomery and Floyd counties
- Funding agencies

OUTCOMES

- Documentation of current vendor performance
- Identification of vendors whose products/services could be replaced by vendors with better value/better performance
- If needed completion of Addenda requests for FY 28.

MEASURES

- Comprehensive documentation of vendors completed

TIMELINE

- Documentation of current vendor performance by December 1
- Identification of vendors whose products/services could be replaced by vendors with better value/better performance by December 15
- Completion of addenda by Montgomery County budget deadlines
- Periodic reporting of changes in vendors and of funds saved

MAJOR GOAL: MOVE FORWARD

F. Assess physical infrastructure at all four branches and prepare budget requests, grant requests and/or other means to address deficiencies; and complete work where possible to address deficiencies

BENEFITS

- Ensures that the public has access to safe, attractive and excellent facilities
- Provides equal consideration of needs of all communities
- Promotes cost-efficient operations
- Reduces emergency repair needs

POPULATION SERVED

- Library users
- Library staff
- County governments

OUTCOMES

- Documentation for all essential, recommended, worth considering, and deferrable infrastructure needs
- Repaired and/or replaced essential and recommended infrastructure
- Identify projects that may require Addenda funding from Montgomery County budget
- 3-5 year plan for recommended and worth considering needs

MEASURES

- Monthly reporting of infrastructure repair and/or replacement
- Develop comprehensive list of potential projects
- Tracking of positive community response to completed projects

TIMELINE

- Monthly reporting of infrastructure repair and/or replacement
- Complete list of potential projects by November 30

MAJOR GOAL: MOVE FORWARD