

2023-2025 Talbot County Free Library Strategic Plan

Vision Statement:

The Talbot County Free Library is an integral part of the community, fostering a spirit of exploration and discovery. We cultivate lifelong learning, creativity, and enrichment.

Mission Statement:

The Talbot County Free Library connects our community to ideas and information to enrich and renew lives.

1. Strategic Direction, Accessibility and Ease of Use:

Create welcoming spaces that are easy to access and incorporate new ideas in library collection practices, services and programming.

- **Goal 1: User Friendly Spaces-** Explore and invests in new ideas and opportunities to update facilities to provide welcoming, accessible, versatile and responsive spaces and technology that meet public demand and support the future success and continued growth of the community.

St. Michaels Library:

Expand and renovate the St. Michaels Library by 2025:

- Design and construct the St. Michaels Library to provide inviting, accessible, and flexible spaces, study rooms, a meeting room, and staff work areas to meet the current and future needs of the community
- Design and construct the St. Michaels Library to provide children and teens with spaces and technologies that foster exploration, creativity, social interaction, and the pursuit of knowledge.
- Replace aged and outdated technologies, mechanical and electrical systems, and finishes to increase user comfort, enhance building appeal and to employ sustainable practices

Easton Library:

Upgrade and refresh spaces at the Easton Library:

- Renovate the youth areas at the Easton Library by 2026 to meet the diverse and age specific social and learning needs of children and teens.

- Replace the audio visual system in the meeting room by 2023 to enhance the experience of meeting room users and attendees of library programs.
- Identify and prioritize a replacement schedule for aged and outdated technologies, mechanical and electrical systems, and finishes to increase user comfort, enhance building appeal and to employ sustainable practices.

2. Strategic Direction, Community and Outreach:

Develop and expand library services to build strong connections in our community.

Goals:

- **Goal 1: Awareness** – Build awareness throughout our community of the breadth and depth of library services and programs.
- **Goal 2: Partnerships** – Identify and cultivate mutually beneficial partnership opportunities with local government, community groups, organizations, and leaders.
- **Goal 3: Access Points** – Explore the feasibility and resource requirements of introducing additional service points in underserved and outlying areas.
- **Goal 4: Responsiveness** – Seek ongoing input from community stakeholders on how the library’s collections, programming, technology, and other resources and services can best meet community needs.

3. Strategic Direction, Diversity and Inclusion:

Cultivate an inclusive environment where every individual feels welcome.

Goals:

- **Goal 1: Rebranding-** Demonstrate through branding that TCFL encompasses more than books to include diverse eResources, programming, original content, and staff training endeavors.
- **Goal 2: Culturally Based Promotion-** Integrate languages used in Talbot County in marketing materials and social media posts in order to reach underrepresented communities.

- **Goal 3: Outreach and Programming-** Present diverse voices specifically through outreach and programming events, including through books, brochures, and onsite marketing events.
- **Goal 4: Cultural Competency-** Achieve a greater understanding of different cultures through training.

4. Strategic Direction, Lifelong Learning and Enrichment:

Promote the joy of reading and support learning for all ages.

Goals:

- **Goal 1: Service Learning-** Engage all ages in service learning opportunities for personal growth.
- **Goal 2: Enrichment-** Offer programs and services to all ages that promote literacy, social interaction, cultural enrichment, and encourage creativity and engagement.
- **Goal 3: Career Learning-** Support individuals seeking employment or career changes in an evolving technological economy.
- **Goal 4: Collection-** Offers diverse and rich library materials and resources that connect with and meet the needs of all individuals in our community.
- **Goal 5: User Friendly Virtual Spaces-** Improve upon the appeal, ease of use and satisfaction with the Library's online presence and virtual spaces.

Approved by the TCFL Board of Trustees on October 20, 2022