



GREAT FALLS PUBLIC LIBRARY

STRATEGIC PLAN

2019-2022



GREAT FALLS PUBLIC LIBRARY

Our Vision:

Explore, Discover, Connect. See you @ the Library!

Our Mission:

The Great Falls Public Library serves as a connection point; we empower the community and enhance the quality of life by providing individuals access to information and social, cultural, and recreational resources.

Our Guiding Principles



RESPECT: The library is built on a foundation of mutual respect between patrons and staff. Our staff prides themselves on clear, honest, and knowledgeable communication at all levels. Courtesy and open communications are highly valued and contribute to the positive experience of visiting the library.



OPEN ACCESS: The library is committed to providing all patrons with free and open access to ideas, information, materials, and programs. We develop services, programs and balanced collections that attempt to fully represent the needs and interests of our diverse community. We connect patrons to what they want in a friendly, nonjudgmental manner.

Our Guiding Principles



CUSTOMER FOCUS: You are welcome here! The library values community members and is responsive to their needs. The ideas and opinions of patrons are vital in determining how library projects and services move forward. Impact on patrons is a primary concern in making any and all decisions.



GROWTH AND INNOVATION: Promoting ongoing learning and continuous innovation are of great importance to the library. We work hard to respond to present situations and anticipate the future needs of our patrons. We are committed to remaining an important and relevant institution by evolving and expanding to better serve our community.

Our Guiding Principles



EXCELLENT STEWARDSHIP: The library acts as a trusted steward of community resources. We are responsible for appropriate use of public funds and make every effort to fully utilize the strengths of our talented staff. We make the best use of our resources to deliver the highest level of library service to our community.

GOALS & STRATEGIES

GOAL #1: SAFE, WELCOMING SPACE

Make infrastructure and security upgrades to ensure that the Great Falls Public Library provides a community space that is safe and welcoming to all.

STRATEGIES

1. Assess the infrastructure needs of the building.
2. Secure funding to accomplish the infrastructure projects.
3. Complete the needed projects in priority order (timeline may extend past 2022).
4. Install security cameras.
5. Install LED lighting outside.
6. Explore implementation of ideas to make patrons feel safer at the Library (establishing a volunteer greeter program, more staff presence outside...).
7. Ensure that all staff are trained and empowered to deal with a range of patron behavior issues.
8. Strengthen the Library's relationship with the Great Falls First Responders.
9. Play a leadership role in developing a coordinated community response to safety concerns in the downtown area.

GOALS & STRATEGIES

GOAL #2: EXCELLENT CUSTOMER EXPERIENCE

Invest in staff, technology and partnerships so that every Library patron has an excellent Library experience when interacting with the Library online or in person.

STRATEGIES

1. Examine staff workloads and determine the optimum staffing levels.
2. Create updated staff procedure manuals with a focus on efficiency and consistency.
3. Develop and implement a staff training program.
4. Make efforts to reduce known barriers to Library use.
 - Pursue donor sponsorship to become a fine-free Library.
 - Explore providing a limited number of free parking spaces
 - Hold the second annual Fine Free Fun run prior to Summer Reading
5. Continue to develop our Collection using best practices and patron use data.
6. Join the Montana Shared Catalog
7. Join the Montana Library Partners.
8. Upgrade the Library inventory control system to use Radio Frequency Identification tags.
9. Develop policies and procedures to enable the Library to accept credit card payments.
10. Play a leadership role in developing funding for MontanaLibrary2Go so that it has sufficient materials to meet the needs of our patrons.
11. Provide wireless printing for the Public.

GOALS & STRATEGIES

GOAL #3: COMMUNITY ENGAGEMENT (PROGRAMMING)

Provide a variety of innovative programming to engage the whole Community.

STRATEGIES

1. Implement the Ready2Read Reachout program.
2. Implement Teen audio/video programming.
3. Develop partnerships with community groups to provide relevant programming. (Programming on racism with the YWCA, Programming on the military with MAFB, News programming at the Enbar ...)
4. Engage with community leaders to provide programming that addresses community issues. (Similar to the showing of “The Public”.)
5. Secure funding to purchase a new Bookmobile (including ability to provide a wireless hotspot). Explore combining solar panels on the roof with the purchase of an electric Bookmobile.
6. Develop partnerships to maximize use of the Bookmobile.

GOALS & STRATEGIES

GOAL #4: COMMUNITY ENGAGEMENT (MARKETING)

Connect more of the Cascade County community with Library resources and services.

STRATEGIES

1. Develop a marketing plan to inform our community about Library services and events.
2. Develop a Social Media Ambassadors program to extend our Social Media reach.
3. Install a reader board in the front of the Library.
4. Attend community events that allow us to engage with non-users.
5. Develop relationships with community leaders to enhance their understanding of the role of the Library in a healthy community.



GREAT FALLS PUBLIC LIBRARY

LIBRARY BOARD OF TRUSTEES

Mitch Tropila, Chair

Whitney Olson, Vice-Chair

Anne Bulger

Sam Deforest

Susan McCord

EX-OFFICIO MEMBERS

Jane Weber, Cascade County Commission

Owen Robinson, Great Falls City Commission

LIBRARY DIRECTOR

Susie McIntyre

GREAT FALLS PUBLIC LIBRARY

301 2nd Avenue North

Great Falls Montana 59401

406-453-0349

www.greatfallslibrary.org

questions@greatfallslibrary.org