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Maryville Public Library Policy

Section B: EXECUTIVE BOARD BYLAWS, ADMINISTRATION

Subject 300: Goals and Objectives, Page 1 of 3

Last reviewed/revised: June 2024

2024-25 Board & Director Goals and Objectives

| <i>Goal</i> | <i>Measurable objectives/Action Steps</i> |
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| 1. Champion reading and literacy | <ul style="list-style-type: none">- Designate a minimum of 10% of regular revenue to patron resources, while leveraging state funding, and some restricted gifts to approach the exemplary standard of 15%.- Apply 2023 Survey Results in redirecting resources from some lower-performing research and learning databases to increased audiobook access for all ages.- Maintain at least 45 onsite programs and 10 outreach visits per year related to early literacy and children's reading.- Maintain # of active cardholder accounts and increase circulation by 1% |
| 2. Support lifelong learning in the Maryville community in alignment with community needs | <ul style="list-style-type: none">- Make budget room to hire at least one part-time program assistant to help FT staff maintain program levels.- Maintain 8-10 adult programs during the year in line with 2022 survey feedback. Redirect 5% of elementary-age programming resources to offer at least 3 young adult-friendly offerings during the year.- Revise the Youth Services Coordinator job description to accommodate the above and assist with marketing. |
| 3. Empower individuals in their own creative endeavors | <ul style="list-style-type: none">- Direct 20-25% of programming budget toward tangible or digital creation program opportunities for all ages in line with direct patron input. Target impact: at least 45 or more individuals in multiple age groups. |
| 4. Ensure the library operates at the highest possible standards in terms of maintaining adequate and qualified staff, board of directors, and community presence. | <ul style="list-style-type: none">- Commit a minimum of 50% of regular operating expenses to support personnel expenditures.- Create and maintain monthly newsletter in 2025 to inform nonfrequent users and library supporters of new titles, events, and capital improvement developments. |

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| 5. Adhere to long-term funding goals and control expenses | <ul style="list-style-type: none"> - Seek funding from grants, no-interest loans, and other sources to restore original windows and door trim. - Raise funds within 2025 to cover half or more of the anticipated cost of facility improvements over the next 3 years, such as window and foundation restoration, flooring, restrooms, and other public spaces. Public kickoff date expected Fall 2024. - Update MPL's rolling 3-year plan for Maintenance of Facility & Grounds. |
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Director's comments:

Goal #1: Champion reading and literacy

- The spending target of 10% reflects "Enhanced" level library spending as defined in the revised 2022 *Missouri Public Library Standards*. State A&E Funding—still restricted to books at this time—can be used with some other restricted gifts and occasional grants to purchase additional materials for patrons.
- Early literacy programming provides exceptionally high return on investment both in terms of community literacy outcomes and usage statistics. Demand for storytime programming among parents and grandparents of young children and in local daycares continues to even surpass the library's capacity.
- Tracking and increasing library card account numbers can demonstrate the library's impact on our service population, alongside circulation numbers. * A year of capital projects and fundraising can inhibit growth, and it will be a challenge to maintain activity among new county kids cardholders in the coming years, but some growth in overall book circulation is possible with redirecting database resources to meet more e-audiobook demand.

Goal #2: Support lifelong learning in Maryville in alignment with community needs

- Training a new staff member on implementing storytime activities can ensure continuous early literacy programming while the Youth Services Coordinator works with the Director to pursue other 2024-25 objectives listed, such as outreach, adult and YA programming, and help with a library newsletter and digital promotions. Making room in the budget for this may require MPL to leave at least one PT desk assistant position unfilled.
- Consistently well-attended YA programming has proven elusive among public libraries, and ROI has been lower compared with other age groups. However, some room might be made by shifting a small amount of K-6 program resources toward one or more YA programs, or adapting a few K-6 programs or adult programs to include teens.

Goal #3: Empower individuals in their own creative endeavors

- Hands on activities and other library programming continue to be successful and often reinforce literacy and learning objectives. Setting a % to this objective can ensure the programming budget addresses this goal.

Goal #4: Ensure the library operates at the highest possible standards

- Library costs for books, construction costs, software, building insurance, and software/software security, all rose in 2024. Labor costs are also rising due to new FLSA and minimum wage standards. Committing a minimum of 50% to personnel will be essential to realizing organizational objectives and complying with state and federal laws. A mix of cost control and alternative funding sources can make this work.
- At least one trustee and numerous community survey respondents indicated a regular email newsletter could stimulate patron engagement. Capital Fundraising experts recommend regular correspondence with supporters as well. It's possible a single monthly newsletter could build relationships with both of these groups.

Goal #5: Adhere to long-term funding goals and control expenses

- These items reflect the library board's recently adopted *Guide for Maintenance of Facility & Grounds, 2023—2025* and 2023 Fundraising Committee recommendations to maintain library usage while continuing to improve the library building and grounds.