

MARSHALL PUBLIC LIBRARY 2016 IMPLEMENTATION PRIORITIES

COLLECTION	Expand number of eBook fiction and non-fiction items in adult, youth, and children’s collection to meet demand.
	Increase amount of audio-visual materials in a variety of formats.
	Build and maintain Spanish-language resources for all ages according to demand and demographics.
	Develop resources through collaboration with educators that support and enhance school curriculum.
	Conduct an annual analysis to determine strengths, weaknesses, and turnover rates of collection.
	Perform an ongoing, system-wide weeding and inventory of the collection.
FACILITY	Provide space and opportunities for area agencies to meet and offer services and information to the community.
	Install a drive-up book drop.
	Create a plan for physical expansion and/or redesign of the library building and infrastructure.
	Create a plan to reconfigure library layout to maximize use of existing space.
	Display and showcase local citizens’ educational, artistic, and cultural personal collections that promote literacy or share information.
MARKETING/ PR/ADVOCACY	Use public relations and marketing tools to communicate and raise awareness of the library’s resources, services, and programs.
	Publish the library’s Annual Report submitted to the Texas State Library and Archives Commission.
	Make available and/or publish annual updates to progress on Marshall Public Library’s Strategic Plan 2014-2019.
SERVICE	Notify patrons of library events, information about checked-out materials, and other news via the most appropriate form of notification.
	Install credit/debit machine.
	Partner with area agencies and schools to promote reading for pleasure and provide information to school-age children about available library resources.
	Collaborate with other community organizations and educational institutions to promote library services and resources.
	Seek opportunities to provide library outreach services to the under-served and un-served.
TECHNOLOGY	Offer new classes on new technologies and trends as they happen.
	Expand technology access (online payments/automated log-in/self-check-out).
	Increase number of computers to <i>Texas Public Library Standards’</i> Enhanced Level of 1 computer for 2,000 population.

Enriching, empowering, and educating our community through exemplary services, exceptional resources, and engaging programs.