

2021 IMPLEMENTATION PRIORITIES

COLLECTION _____

- **Increase amount of audio-visual materials in a variety of formats.**
 - Add 100 Playaways to collection.
- **Conduct an annual analysis to determine strengths, weaknesses, and turnover rates of collection.**
 - Analyze end of year usage report.
- **Perform an ongoing, system-wide weeding and inventory of the collection.**
 - Inventory entire collection.
 - Weed Non-Fiction, Juvenile Non-Fiction, Fiction, and Young Adult.
- **Ensure maximum accessibility to library resources.**
 - Update Collection Development policy to include fine free initiative.

FACILITY _____

- **Provide space and opportunities for area agencies to meet and offer services and information to the community.**
 - Examples: blood drive, shredding services, Harrison County Extension Office
- **Display and showcase local citizens/educational, artistic, and cultural personal collections that promote literacy or share information.**
 - Outreach to local hobbyists and/or collectors to coordinate informative exhibits.

MARKETING/PUBLIC RELATIONS/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 as submitted to the Texas State Library and Archives Commission.**
- **Make available and/or publish annual updates to progress on Marshall Public Library's 2021 Strategic Plan.**
 - Utilize website, social media, printed documents to disseminate information for above priorities.

SERVICE _____

- **Notify patrons of library events, information about checked-out materials, and other news via the most appropriate form of notification.**
 - Promote newsletter on social media and add onto website.
- **Seek opportunities to provide library outreach services to the under-served and un-served.**
 - Collaborate with community agencies and non-profit organizations.

TECHNOLOGY _____

- **Expand technology access.**
 - Evaluate hotspot program and need for continuation of service.
- **Create and institute hardware and software replacement schedule for computers.**
 - Coordinate with the City of Marshall's IT Department on needed upgrades.