

## 2021 Strategic Plan Progress Report

Marshall Public Library's 2021-2025 Strategic Plan serves as a blueprint in the library's efforts to provide meaningful, quality library services to the citizens of Marshall and Harrison County in the following areas: Collection, Facility, Marketing/Public Relations/Advocacy, Service, and Technology.

	2021 GOAL	STATUS	PROGRESS
<b>COLLECTION</b>	Increase amount of audio-visual materials in a variety of formats. <ul style="list-style-type: none"> <li>▪ Add 100 Playaways to the collection.</li> </ul>		Added 30 Playaways, 103 DVDs, and 100 CDs.
	Conduct an annual analysis to determine strengths, weaknesses, and turnover rates of the collection.		Most checked out sections: Fiction, Easy, Juvenile Fiction Least checked out sections: Westerns, Young Adult Non-Fiction, Juvenile Biography
	Perform a system-wide weeding of collection. <ul style="list-style-type: none"> <li>▪ Weed Non-Fiction, Juvenile Non-Fiction, Fiction, and Young Adult sections.</li> </ul>		Weeded Young Adult and Adult Non-Fiction sections.
	Perform a system-wide inventory of collection.		Inventory completed September-December 2021.
	Ensure maximum accessibility to library resources. <ul style="list-style-type: none"> <li>▪ Update circulation policy to include fine free initiative.</li> </ul>		Compiled research on other public libraries' fine free initiatives and successes.
	Ensure maximum accessibility to library resources.		Received reimbursement award of \$2,124 from Texas State Library and Archives Commission for providing interlibrary loan services to patrons.
<b>FACILITY</b>	Provide space and opportunities for area agencies to meet and offer services and information to the community.		<ul style="list-style-type: none"> <li>▪ Carter BloodCare (blood drive), ETBU Teague School of Nursing (blood pressure screenings), Harrison County Elections Office (voter registration drive), and Marshall Harrison County Health District (vaccine clinic) offered services on-site.</li> <li>▪ Hosted casting call for 80+ individuals auditioning for a movie to be filmed at Caddo Lake and produced by M. Knight Shyamalan.</li> </ul>
	Display and showcase local citizens' educational, artistic, and cultural personal collections.		Added to 2022 Implementation Priorities.
<b>MARKETING</b>	Use public relations and marketing tools to communicate and raise awareness of the library's programs, resources, and services.		The library's programs, resources, and services were promoted on social media, library website, newspaper, and in-house through flyers, calendars, and displays.
	Publish the library's Annual Report submitted to the Texas State Library and Archives Commission.		The 2020 Annual Report and Texas State Library and Archives Commission's accreditation notification letter are posted in the News section of the library's website.
	Make available and/or publish annual updates to progress on Marshall Public Library's 2021-2025 Strategic Plan.		The 2021-2025 Strategic Plan and annual goals are posted in the News section of the library's website. Current and archived quarterly reports are also available there.



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<b>SERVICE</b>	<p>Notify patrons of library events, information about checked out materials, and other news.</p> <ul style="list-style-type: none"> <li>▪ Promote newsletter on social media and add to website.</li> </ul>		<p>Newsletter emailed to patrons. Website has dedicated space for newsletter; need to upload archived editions and promote on social media.</p>
	<p>Seek opportunities to provide library outreach services to the under-served and un-served.</p> <ul style="list-style-type: none"> <li>▪ Collaborate with community agencies and non-profit organizations.</li> </ul>		<ul style="list-style-type: none"> <li>▪ Coordinated three food donation drives with Harrison County AgriLife to benefit Mission Marshall.</li> <li>▪ Hosted inaugural Homeschool Resource Fair with 12 community agencies and entities represented.</li> <li>▪ Provided opportunities for patrons to make no-sew blankets and tug toys for animals; items donated to the new animal shelter.</li> <li>▪ Initiated and collaborated with the Tourism &amp; Cultural Arts and Marshall Main Street departments as well as Harrison County Historical Museum, Marshall Train Depot, Michelson Museum of Art, and the Starr Family Home to launch the inaugural Marshall Summer Passport program.</li> </ul>
<b>TECHNOLOGY</b>	<p>Expand technology access.</p> <ul style="list-style-type: none"> <li>▪ Evaluate hotspot program and need for continuation of service.</li> </ul>		<p>10 hotspots were received from the Tocker Foundation in late 2020 with waitlists of about 20 people. A \$6,972 grant awarded by the Emergency Connectivity Fund in September 2021 funded 20 additional hotspots for a total of 30 available to check out. Hotspots remain in high demand; waitlist of 25-30 people at any time.</p>
	<p>Expand technology access.</p>		<ul style="list-style-type: none"> <li>▪ Purchased and added Consumer Reports database to Resources section of the library's website.</li> <li>▪ Coordinated with Rush Harris of Marshall Economic Development Corporation and Harrison County Judge Sims to ensure paper copies of the Connected Texas broadband survey were available patrons with limited or no access to internet.</li> </ul>
	<p>Create and institute hardware and software replacement for computers.</p> <ul style="list-style-type: none"> <li>▪ Coordinate with City of Marshall's IT Department on needed upgrades.</li> </ul>		<ul style="list-style-type: none"> <li>▪ Purchased and replaced nine public computers according to hardware replacement schedule.</li> <li>▪ Upgraded public printer to add mobile printing function.</li> </ul>

