

MOORE MEMORIAL PUBLIC LIBRARY
STRATEGIC PLAN
October 1, 2024 THROUGH September 30, 2027
Approved by Library Board on June 24, 2024
Approved by City Commission ... **DRAFT**

OUTREACH

Goal 1: Establish the Library as a social services information hub for Galveston County

Objectives:

1. Coordinate with county-wide social services agencies to provide programs and services in the library (FY 2025, 2026, 2027)
2. Compile a list of social services contacts for internal reference to help library staff reach out for patron assistance (FY 2025)
3. Provide internal professional development to train library staff on available resources (FY 2025, 2026, 2027)
4. Increase library presence at local events organized by county social services agencies (FY 2025, 2026, 2027)

Goal 2: Use all available media and social media platforms to increase outreach

Objectives:

1. Create a formal publicity plan for the library that incorporates all possible platforms and methods (FY 2025)
2. Investigate the use of regular email blasts to provide updates and information to library patrons (FY 2026)
3. Research new platforms for promoting library events (FY 2025)
4. Engage local media for feature stories on library programs and services (FY 2025, 2026, 2027)
5. Increase marketing for library collections and services, including digital resources (2025, 2026, 2027)

Goal 3: Expand services to populations not currently being reached

Objectives:

1. Investigate the possibility of providing residents of local seniors' facilities with access to digital resources such as Ebooks and E-audiobooks (FY 2026)
2. Expand outreach at community and school events in Texas City, including private schools and homeschool groups (FY 2025, 2026, 2027)
3. Research the development of off-site programs for all ages, including Pop-up story times for children, in other locations, specifically the west side of Texas City and the Lago Mar Development (FY 2025, 2026, 2027)

PROGRAMMING

GOAL 1: Create and support a community of life-long learners

Objectives:

1. Research and implement early literacy programs for all families (FY 2025, 2026)
2. Develop early literacy kits for checkout (FY 2025)
3. Develop an early literacy space in the Children's Department for children ages birth to 5 years of age, according to the Family Place Libraries model (FY 2025)
4. Research and implement programs for neuro-divergent youth and adults, such as a Sensory Story Time (FY 2026)
5. Research and implement programs for marginalized groups such as bilingual story times and an ESL Conversation group (FY 2025, 2026)
6. Develop financial literacy programs for children, using the materials received through the Thinking Money For Kids grant (FY 2025, 2026)
7. Continue to partner with Workforce Solutions to provide training and referrals for job seekers (FY 2025, 2026, 2027)
8. Develop additional programs that foster a sense of community, such as the current book club and board game programs (FY 2025, 2026, 2027)

GOAL 2: Develop criteria to evaluate the success of programs and events at the library

Objectives:

1. Develop a new post-program survey to gauge the success of all programs (FY 2025)
2. Develop criteria to measure the success of programs, including the library resources used (staff time, cost, etc.) (FY 2025)

3. Develop a general survey for wide distribution, to determine community needs and interests, and areas for improvement (FY 2026)
4. Create and execute an implementation plan for new service or program needs identified by the survey in Objective 3 above. (FY 2027)

TECHNOLOGY

Goal 1: Provide the most appropriate technological resources for the library community.

Objectives:

1. Review all library website pages and links to assess the materials and presentation (FY 2025, 2026, 2027)
2. Research more effective use of email or text for notification of holds, overdue items, upcoming events, etc. (FY 2026)
3. Research the feasibility of a self-checkout kiosk (FY 2025)
4. Research alternatives to the current Integrated Library System (catalog) (FY 2027)
5. Research the use of a mobile app for the library (FY 2025, 2026)
6. Evaluate/assess the technology in the meeting rooms to determine if improvements are needed (FY 2025)
7. Re-evaluate current technology training for patrons and update as needed (FY 2025, 2026, 2027)
8. Develop online tutorials to teach patrons how to access their library account to renew items, place items on hold, and other tasks (FY 2025, 2026)
9. Research the creation of a Makerspace and digitization lab: space, equipment, technology, training, staff time, etc. (FY 2025, 2026)
10. Research other uses of the Beanstack App that is used for the Summer Reading Program (FY 2025)

COLLECTION DEVELOPMENT

Goal 1: Ensure that the library collection meets the needs of the Texas City Community

Objectives:

1. Research the addition of new audio formats such as *Playaways* and *Vox Books* (FY 2025, 2026)
2. Assess the use of the audiobook collection to determine the feasibility of continuing to purchase that format (FY 2026)
3. Research alternate methods of organization for the Young Adult collection (FY 2025)

4. Research the division of the Juvenile Fiction section by age groups (FY 2026)
5. Improve the Spanish language collection for all ages so that it better reflects the interests of the community (FY 2025, 2026, 2027)
6. Evaluate the Dewey Decimal 300s section of non-fiction to ensure that books are appropriately classified, and reclassify them as needed (FY 2025, 2026)

LOCAL HISTORY/ARCHIVES

Goal 1: Maintain and expand Local History Archive.

Objectives:

1. Develop policies and procedures to formalize processes. Create guides to be used by staff and volunteers in all areas not currently covered by existing policies. (FY 2025, 2026)
2. Develop a tailored classification structure for the archival material. (FY 2025)
3. Complete the Vertical File project and integrate the bibliographic records of those resources into the library's ILS. (FY 2025, 2026)
4. Begin work on the Hispanic Oral History Project, including establishing a committee to assist with developing interview questions and identifying potential interview subjects. (FY 2025, 2026)
5. Utilize other oral history projects to assist in filling in gaps in the history of Texas City within the archive. (FY 2025, FY 2026, 2027)
6. Create a physical space in the library to promote and exhibit archival material. (FY 2025)

Goal 2: Develop and expand digital collection of selected archive holdings

Objectives:

1. Integrate bibliographies pathfinders, displays etc., into a fully mixed media environment and web presence. (FY 2026, 2027)
2. Develop short video segments to describe materials in the archive for community members and students. (FY 2025, 2026, 2027)
3. Research and utilize grant opportunities to fund planned digitization and exhibit projects. (FY 2025, 2026, 2027)
4. Create new digital exhibits utilizing collections in the archive (FY 2025, 2026, 2027)
5. Develop exhibits using mapping software to represent local spaces and historic community figures (FY 2026)

Goal 3: Develop and expand partnerships with Local History and Archivist organizations.

Objectives:

1. Provide collaboration, partnerships, and training opportunities with the Archives Group of Galveston County (AGC) (FY 2025, 2026, 2027)
2. Aid AGC to develop holding list of respective archives. (FY 2025, 2026)
3. Provide internships opportunities for students interested in history, archival work, digitization and digital humanities. (FY 2025, 2026, 2027)
4. Issue annual public request for donations of local history documents, photos or items, possibly in collaboration with the Texas City Museum. (FY 2025, FY 2026, 2027)
5. Collaborate on displays and/or programs in cooperation with the Texas City Museum. (FY 2025, FY 2026, 2027)
6. Research ways to expand outreach services to schools and other historical agencies within Galveston County. (FY 2025, FY 2026, 2027)

Goal 5: Create events and programs to celebrate the 100th anniversary of the Moore Memorial Public Library

Objectives:

1. Request photos from the community showcasing their visits to the library (FY 2026, 2027)
2. Prepare physical and digital exhibits to represent the history of Moore Memorial Public Library (FY 2026, 2027)
3. Provide documentation on the Texas City Civic club for exhibits. (FY 2026)
4. Research library birthday program ideas for engagement with the community (FY 2026)