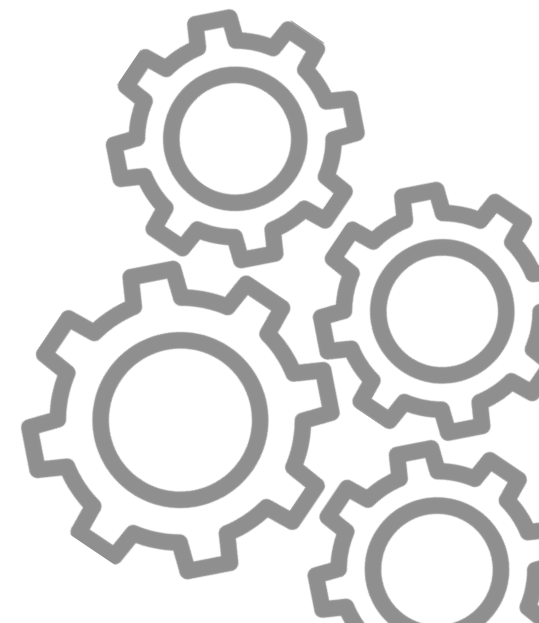




Mountain Regional Library System Strategic Plan 2026 - 2029



*Presented by: The MRLS Regional Board of Trustees
and MRLS Administration*

Message From the Director



The development of this Strategic Plan for the Mountain Regional Library System has proven to be a deeply rewarding endeavor. The collective efforts of the MRLS Board of Trustees, staff, and patrons were instrumental in shaping this vision. We extend our sincere gratitude to those who contributed to the research and development phase and look forward to their continued partnership during the upcoming implementation.

While this plan includes aspirational elements, its core is grounded in the belief that these Areas of Focus and Objectives are paramount to the continued development of the library system our communities deserve.

The creation of this plan represents a journey of collaborative information gathering, encompassing staff meetings, community-facing surveys, and trustee deliberation. We look forward to ensuring that our planning and assessment results in the most versatile and effective version of the Mountain Regional Library System for our patrons.

Sincerely,
Heath Lee
MRLS Director



Vision and Mission



Our Vision

To be the community hub for engagement and connection

Our Mission

Committed to providing our communities access to core resources focused on life-long learning, literacy and personal enrichment

Our MRLS Values

Patron-centered

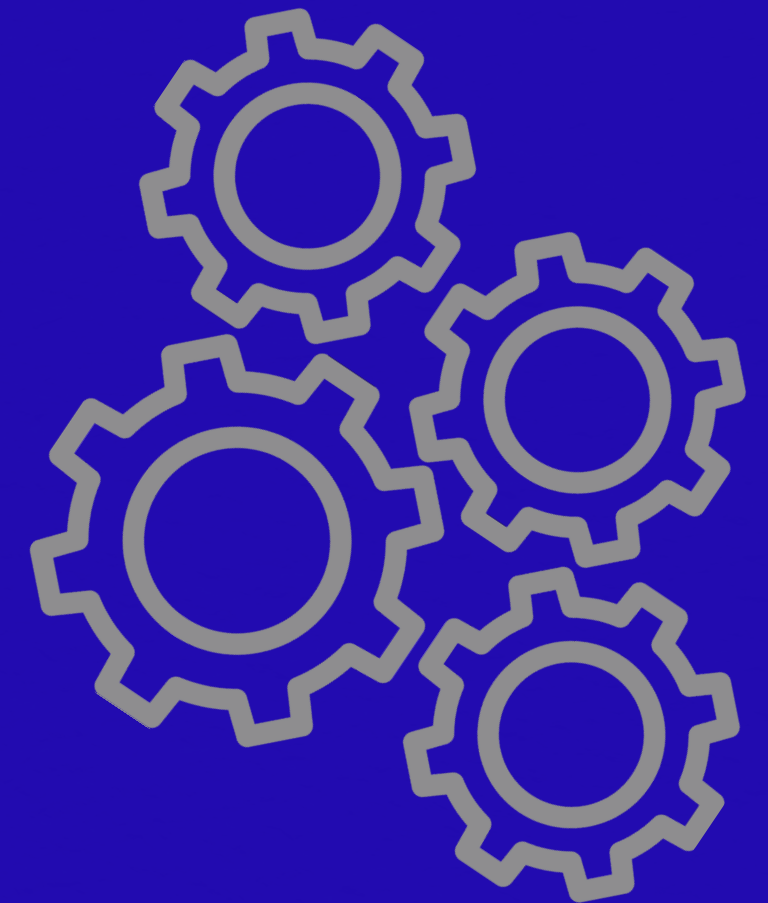
Accountable

Trustworthy

Responsive

Open-minded

Necessary



Areas of Focus

Areas of Focus represent the foundational concepts that encapsulate our mission, vision, and values, effectively charting our course for the upcoming three to four years.



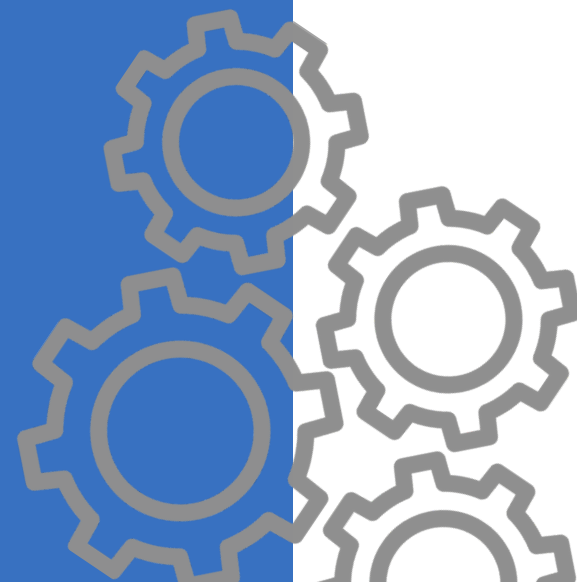
- Branch Progression
 - Prioritize staff training
 - Offer diverse programmings for all ages
 - Grow our patron base
- Community Engagement
 - Extend outreach efforts in all our communities
 - Build lasting partnerships with local organizations
 - Focus efforts to enhance community awareness
- Regional Resources
 - Match communities and library materials
 - Enhance our library spaces and environments
 - Adopt technologies to improve branch and patron experience
- Organizational Stewardship
 - Refine communication channels
 - Maximize operational processes
 - Improve working environments for all staff

Objectives

The list of objectives are tied to the primary Areas of Focus and not necessarily one or two particular goals. Individual action items will be implemented and tracked by the system.



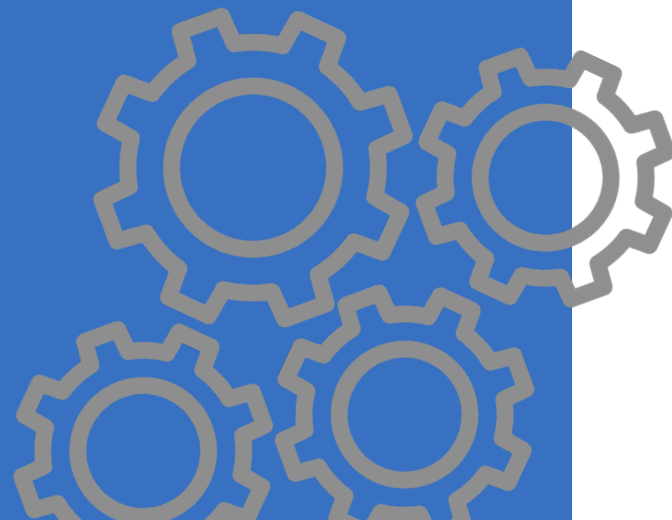
- Branch Progression:
 - Expand staff training to be more comprehensive and focus driven
 - Use available programming time and resources to offer more adult focused programs
 - Create customer service standards for all MRLS employees
 - Use accessible data to determine how to increase library card holders
 - Implement strategies to quickly adapt to patrons' overall usage of the library
- Community Engagement
 - Ensure all MRLS communication mediums are accessible to all users
 - Engage with community organizations and companies to expand community outreach
 - Evaluate and implement focused marketing efforts to expand community awareness
 - Become more integrated into our communities by taking part in community events and organizations
 - Engage with each community to ensure what is being offered is meeting patron needs



Objectives

The list of objectives are tied to the primary Areas of Focus and not necessarily one or two particular goals. Individual action items will be implemented and tracked by the system.

- Regional Resources
 - Use accessible usage data to focus materials purchases with usage trends including non-English materials
 - Expand the usable spaces at current library facilities
 - Ensure the library environment is welcoming to all visitors at all times
 - Expand how patrons can access the library and materials
 - Eliminate materials and processes that are ineffective
- Organizational Stewardship
 - Maintain healthy relationships with all community funding partners
 - Provide the best working environments for MRLS staff as possible
 - Ensure regional policies and operational procedures meet community needs
 - Evaluate and adjust any administrative inefficiencies
 - Adjust communication procedures throughout MRLS ensuring effectiveness
 - Encourage MRLS trustees to participate in relevant training



Next Steps

To sustain the momentum established by this Strategic Plan, the Library System will initiate a continuous framework for governance, resource allocation, evaluation, and strategic refinement. Body

We will conduct at least an annual review of budgetary priorities, service requirements, and the overall feasibility and efficacy of current Objectives and Action Items. In this regard, the plan functions as a living document, subject to constant evaluation and systematic updates.



Acknowledgments

The realization of this project represents a collaborative effort involving numerous individuals and groups whose instrumental support and dedicated involvement from the project's inception through to its successful completion deserve profound recognition.

Mountain Regional Library System Board of Trustees

Jim Reynolds, Chair
Robert Head, Vice-Chair
Ron Bolin
Renee Deibert
Pon Shaw
Nick Wimberley

MRLS Patron and Public Responses

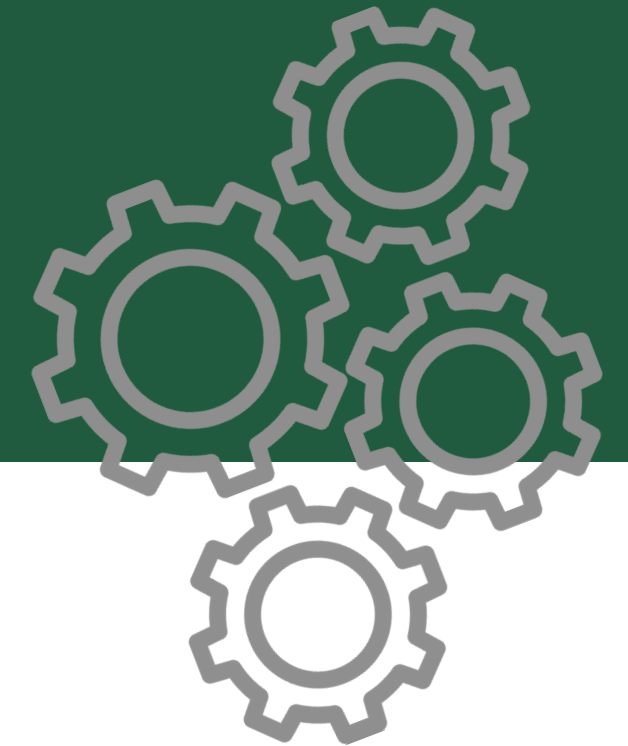
MRLS Leadership Team

Heather Welch, MRLS Branch Services Coordinator
Vanessa Pittman, MRLS Technical Services Librarian
Marlene Cannon, Union County Library Manager
Monica Clark, Fannin County Library Manager
Kevin Kirby, Towns County Library Manager
Shawna Rose, Mountain Regional Library Manager

MRLS Staff for their shared opinions and responses



Thank You



Contact Us



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