



Melissa Public Library

Long Range Strategic Plan Fiscal 2025-2035

MELISSA PUBLIC LIBRARY

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INTRODUCTION

Welcome to the Melissa Public Library's Long Range Strategic Plan for 2025 - 2035. Our library stands as a cornerstone of the Melissa community, dedicated to fostering lifelong learning, promoting literacy, and serving as a hub for cultural and informational resources. Over the years, we have committed ourselves to adapting and evolving to meet the ever-changing needs of our patrons.

As we look to the future, our vision remains clear: to enhance the quality of life for all residents by providing access to a wealth of knowledge, facilitating meaningful connections, and supporting personal and professional growth. This strategic plan outlines our roadmap for achieving these goals, rooted in the core values of accessibility, community engagement, and innovation.

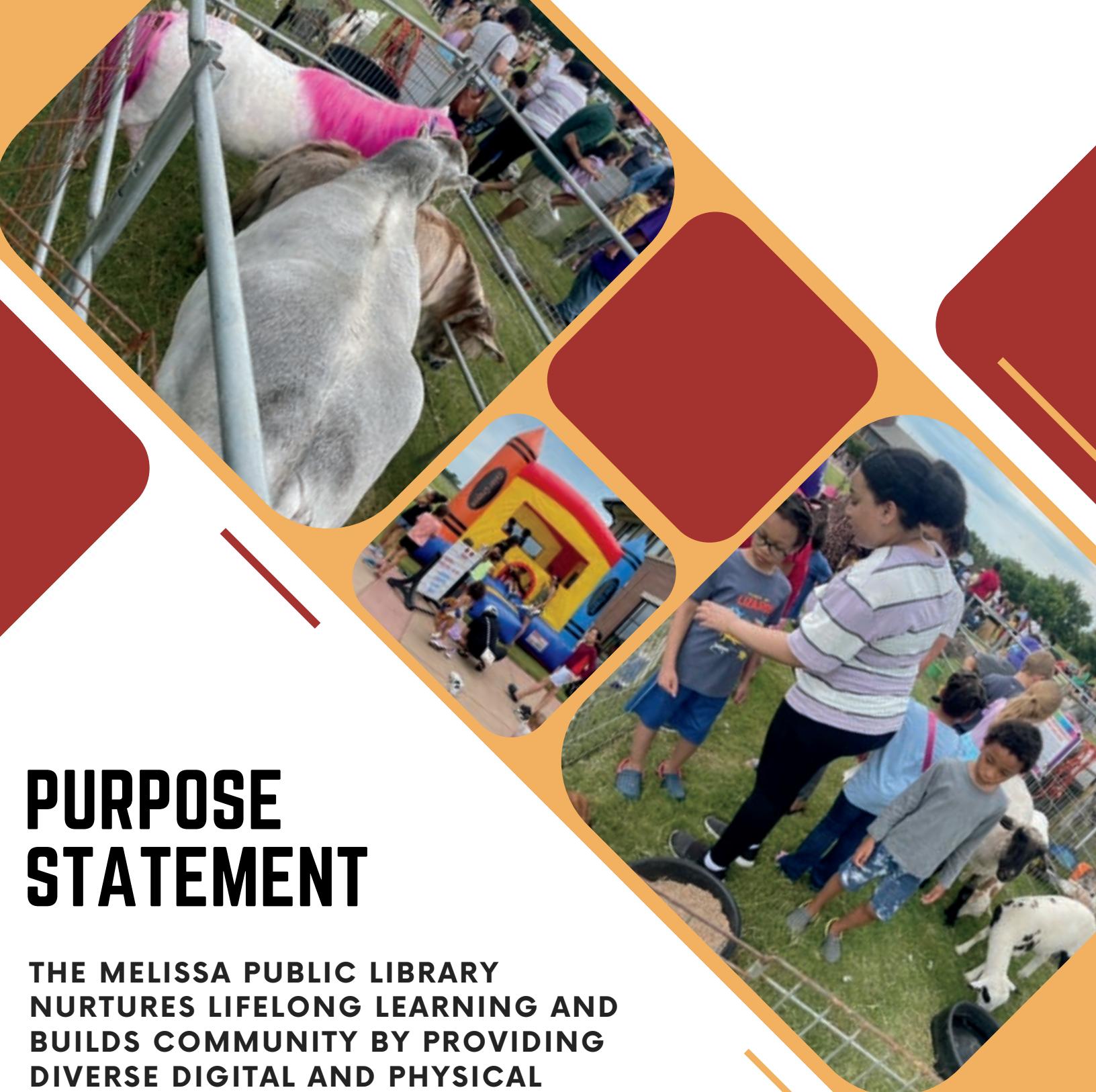
Through extensive community feedback, staff collaboration, and thorough analysis of current trends and future projections, we have identified key areas of focus that will guide our efforts. These include:

- 1. Enhancing Communication**
- 2. Promoting Quality Programs**
- 3. Expanding Information Access**
- 4. Maintaining Family Place Workshops**
- 5. Developing Youth Programming**
- 6. Enhancing Adult Programming**
- 7. Supporting Staff Development**
- 8. Encouraging Volunteering**
- 9. Sustaining Community Support Programs**
- 10. Continuing 3D Printer Program**

We are excited about the future and the opportunity to build on our successes. This strategic plan is not just a blueprint for the library's growth, but a commitment to our community to remain a dynamic, responsive, and inclusive resource for all. We invite you to join us on this journey and look forward to working together to make Melissa Public Library an even greater asset to our community.

PURPOSE STATEMENT

THE MELISSA PUBLIC LIBRARY
NURTURES LIFELONG LEARNING AND
BUILDS COMMUNITY BY PROVIDING
DIVERSE DIGITAL AND PHYSICAL
MEDIA, PROGRAMMING, AND
SERVICES THAT INFORM, ENGAGE,
AND ENTERTAIN, WHILE RESPECTING
INDIVIDUALS AND IDEAS.





Service Overview



The Melissa Public Library serves as a trusted resource center, offering free and equal access to information, materials, services, and programs. As an advocate for intellectual freedom, the Library acquires, organizes, and circulates physical and digital books, media, and other resources to educate, enrich, entertain, and inform people of all ages. Committed to maximizing the use of its services and materials, the Library strives to reach the greatest number of individuals in its service area. True to its logo 'A Global Reach with a Local Touch' the Melissa Public Library combines broad access with community-focused care.

LIBRARY SNAPSHOT



Goals and Objectives



GOAL #1 ENHANCE COMMUNICATION

Ensure library information and services are accessible to all through diverse channels.



GOAL #2 PROMOTE QUALITY PROGRAMS

Offer high-quality programs and services for all ages, diverse populations, and varying literacy levels.



GOAL #3 EXPAND INFORMATION ACCESS

Provide public access to information technology, desktop computing, WiFi, basic skills training, and online catalog interaction.



GOAL #4 MAINTAIN FAMILY PLACE WORKSHOPS

Continue bi-annual Family Place Workshops to meet Family Place requirements.



GOAL #5 DEVELOP YOUTH PROGRAMMING

Plan and execute programming for youth including Summer Reading, Halloween, Elementary and Junior Storytimes, various craft activities, and events for teens and tweens.

Goals and Objectives Cont...



GOAL #6 ENHANCE ADULT PROGRAMMING

Plan and execute adult programming, including Summer Reading, Medicare classes, book clubs, and craft classes.



GOAL #7 SUPPORT STAFF DEVELOPMENT

Support ongoing learning and development both locally and regionally for library staff.



GOAL #8 ENCOURAGE VOLUNTEERING

Foster volunteer participation from community service assignments, schools, and organizations.



GOAL #9 SUSTAIN COMMUNITY SUPPORT PROGRAMS

Continue the fine-free program, winter wear collection, and support for the North Texas Feed the Need program.



GOAL #10 CONTINUE 3D PRINTER PROGRAM

Maintain the 3D printer program, supported by the 2021 grant from the Ladd & Katherine Hancher Library Foundation.

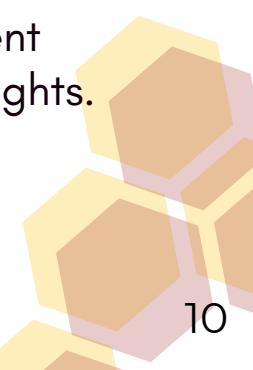
PLAN OF EXECUTION FOR:

Goal #1 - Enhance Communication

To enhance communication and ensure that library information and services are accessible to all through diverse channels, the Melissa Public Library plans to implement several strategies:

1.1 Website and Online Presence

- **User-Friendly Website:** Ensure the library website is easy to navigate, mobile-friendly, and regularly updated with current information about services, events, and resources.
- **Social Media:** Use platforms like Facebook, Instagram, and LinkedIn to share updates, engage with the community, and promote library programs.
- **Email Newsletters:** Send regular newsletters to patrons highlighting upcoming events, new arrivals, and important announcements.



Goal #1 - Enhance Communication

1.2 Multilingual Communication

- **Translation Services:** Provide information in multiple languages commonly spoken in the community.
- **Bilingual Staff:** Hire bilingual staff or offer training for current staff to assist non-English-speaking patrons.

1.3 Accessibility for All

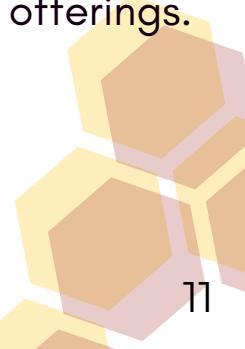
- **ADA Compliance:** Ensure that the library's website and physical space are accessible to people with disabilities. This includes having screen reader compatibility and physical accommodations like ramps and elevators.
- **Alternative Formats:** Provide materials in various formats such as large print, audiobooks, and Braille.

1.4 Community Outreach

- **Partnerships:** Collaborate with local businesses, schools, community centers, and organizations to extend the library's reach and promote its services.
- **Events and Workshops:** Host community events and workshops that cater to diverse interests and age groups.

1.5 Feedback and Engagement

- **Surveys and Feedback Forms:** Regularly solicit feedback from patrons to understand their needs and preferences.
- **Focus Groups:** Conduct focus groups with different segments of the community to gather in-depth insights.



Goal #1 - Enhance Communication

1.6 Technology Integration

- **Library App:** Develop our mobile apps further to provide easy access to library services, including book reservations, event registrations, and account management.
- **Virtual Programs:** Offer virtual events, webinars, and online book clubs to engage patrons who may not be able to visit in person.

1.7 Signage and Information Displays

- **Clear Signage:** Use clear and multilingual signage within the library to help patrons navigate and find information easily.
- **Digital Displays:** Install digital display boards that highlight upcoming events, new arrivals, and important notices.

1.8 Library Ambassadors

- **Volunteer Program:** Create a volunteer ambassador program where community members can help spread information about the library's services and programs.

1.9 Media Outreach

- **Press Releases:** Send press releases to local newspapers, and potentially even radio stations / TV channels to announce significant events and services.
- **Public Service Announcements (PSAs):** Create PSAs for local media to raise awareness about the library's offerings.

Goal #1 - Enhance Communication

1.10 Inclusive Programming

- **Diverse Programming:** Plan and offer programs that cater to various cultural, age, and interest groups within the community.
- **Guest Speakers and Workshops:** Invite speakers from different backgrounds to conduct workshops and talks.



By employing a combination of these strategies, the Melissa Public Library can enhance its communication and ensure that its information and services are accessible to all community members through diverse channels.

PLAN OF EXECUTION FOR:

Goal #2 - Promote Quality Programs

To promote high-quality programs and services for all ages, diverse populations, and varying literacy levels at the Melissa Public Library, we will consider implementing the following strategies:

2.1 Program Development and Planning

- **Needs Assessment:** Conduct surveys and/or focus groups to understand the interests and needs of different community segments.
- **Diverse Program Offerings:** Continue planning a mix of programs that cater to various age groups, cultures, and literacy levels. Examples include storytimes for children, book clubs for adults, and technology workshops for seniors.

2.2 Inclusive and Diverse Programming

- **Cultural Events:** Host events that celebrate different cultures and traditions, such as cultural heritage days, international film screenings, and multicultural festivals.
- **Language Support:** Offer programs in multiple languages and provide translation services where possible.
- **Targeted Programs:** Develop programs specifically designed for underrepresented groups, including book clubs that explore diverse narratives, programs for people with disabilities, and services that cater to varying cultural and linguistic needs.

Goal #2 - Promote Quality Programs

2.3 Literacy and Educational Support

- **Early Literacy Programs:** Provide programs like toddler storytimes, reading readiness workshops, and family literacy nights to promote early literacy.
- **Adult Literacy:** Offer adult literacy classes, GED prep courses, and English as a Second Language (ESL) classes.
- **Homework Help and Tutoring:** Set up homework help sessions and tutoring programs for students of all ages.

2.4 Partnerships and Collaborations

- **School Partnerships:** Collaborate with local schools to align programs with the curriculum and support students' learning needs.
- **Community Organizations:** Partner with community organizations to co-host programs and reach a broader audience.
- **Local Experts and Authors:** Invite local experts, authors, and professionals to conduct workshops, talks, and readings.

2.5 High-Quality Program Delivery

- **Professional Development:** Invest in ongoing professional development for library staff to ensure they have the skills to design and deliver high-quality programs.
- **Quality Materials and Resources:** Use high-quality materials and resources in all programs, ensuring that content is current, accurate, and engaging.
- **Feedback and Improvement:** Regularly collect feedback from program participants and use it to continuously improve and adapt programs.

Goal #2 - Promote Quality Programs

2.6 Technology and Digital Literacy

- **Tech Workshops:** Offer workshops on digital literacy, covering topics such as basic computer skills, internet safety, and using library e-resources.
- **Access to Technology:** Provide access to computers, tablets, and other technology for patrons to use during programs.
- **Virtual Programs:** Develop virtual programs and online resources to reach patrons who cannot attend in person.

2.7 Marketing and Outreach

- **Promotional Campaigns:** Create targeted marketing campaigns to promote programs to specific age groups, cultures, and literacy levels.
- **Social Media:** Use social media platforms to advertise programs and engage with the community.
- **Flyers and Posters:** Distribute flyers and posters in multiple languages throughout the community to raise awareness about upcoming programs.

2.8 Engaging and Interactive Programs

- **Hands-On Activities:** Incorporate interactive and hands-on activities into programs to make them more engaging.
- **Multimedia and Creative Arts:** Use multimedia tools and creative arts, such as music, crafts, and storytelling, to enrich programs.
- **Interactive Storytimes:** Design storytimes that include songs, movement, and interactive storytelling to captivate young audiences.

Goal #2 - Promote Quality Programs

2.9 Evaluation and Measurement

- **Program Metrics:** Track attendance, participant engagement, and satisfaction to measure the success of programs.
- **Outcome-Based Evaluation:** Use outcome-based evaluation methods to assess the impact of programs on participants' skills, knowledge, and behavior.
- **Continuous Improvement:** Regularly review and analyze program data to identify areas for improvement and adjust programming accordingly.

2.10 Volunteer and Community Involvement

- **Volunteer Programs:** Engage volunteers to help run programs, provide tutoring, and assist with outreach efforts.
- **Community Input:** Involve community members in the planning process to ensure programs reflect their interests and needs.

Goal #2 - Promote Quality Programs



By implementing these strategies, the Melissa Public Library can offer high-quality programs that cater to the diverse needs of its community, ensuring that everyone has access to enriching and engaging library services.

PLAN OF EXECUTION FOR:

Goal #3 - Expand Information Access

To enhance information access, the Melissa Public Library plans to provide public access to essential resources, including information technology, desktop computing, WiFi, and basic skills training. To support these objectives, we will consider implementing the following strategies:

3.1 Technology Infrastructure

- **WiFi Access:** Ensure that there is strong and reliable WiFi throughout the Library. Consider extending WiFi coverage to outdoor areas if feasible.
- **Desktop Computers:** Maintain a sufficient number of up-to-date desktop computers for public use. Ensure they are equipped with necessary software and applications.
- **Device Lending:** Offer a device lending program where patrons can borrow laptops, tablets, or mobile hotspots for home use.

3.2 Basic Skills Training

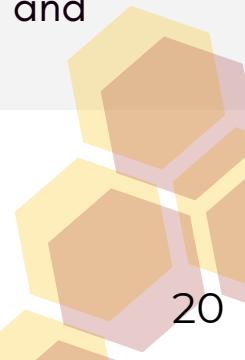
- **Digital Literacy Classes:** Provide regular classes and workshops on basic computer skills, internet navigation, email usage, and online safety.
- **One-on-One Assistance:** Offer one-on-one tech help sessions where patrons can receive personalized assistance with their technology needs.
- **Online Tutorials:** Create or curate a collection of online tutorials and resources that patrons can access anytime to learn at their own pace.

3.3 Library System Interaction

- **Training for Staff and Patrons:** Train library staff thoroughly on using the Library System to ensure they can assist patrons effectively. Offer workshops for patrons on how to use the system for catalog searches, account management, and accessing digital resources.
- **User Guides:** Develop user-friendly guides and video tutorials for patrons to help them navigate the system independently.

3.4 Access and Inclusion

- **Extended Hours:** Consider extending computer and WiFi access hours to accommodate patrons who may not be able to visit during regular hours.
- **ADA Compliance:** Ensure all technology resources are accessible to patrons with disabilities, including screen readers, adaptive keyboards, and other assistive devices.
- **Multilingual Support:** Provide technology training and resources in multiple languages to support non-English-speaking patrons.



Goal #3 - Expand Information Access

3.5 Community Partnerships

- **Local Businesses and Organizations:** Partner with local businesses and organizations to provide additional technology resources and training opportunities. This could include sponsorships, guest instructors, or shared facilities.
- **Schools and Educational Institutions:** Collaborate with local schools and colleges to offer joint technology programs and share resources.

3.6 Promotion and Outreach

- **Awareness Campaigns:** Launch campaigns to raise awareness about the available technology resources and training programs. Use social media, flyers, and community events to reach a broad audience.
- **Library Ambassadors:** Encourage library ambassadors and volunteers to promote technology resources and help patrons get started with the available services.

3.7 Evaluation and Improvement

- **Feedback Mechanisms:** Collect feedback from patrons about their technology needs and experiences. Use surveys, suggestion boxes, and direct feedback to identify areas for improvement.
- **Regular Updates:** Regularly update and maintain technology resources to ensure they meet current standards and patrons' needs. Stay informed about emerging technologies and trends that could benefit the library.

3.8 Technology Programs and Workshops

- **Specialized Workshops:** Offer specialized workshops on topics like coding, graphic design, and digital content creation to cater to different interests and skill levels.
- **Guest Speakers and Experts:** Invite guest speakers and technology experts to conduct seminars and Q&A sessions on various tech-related topics.



By implementing these strategies, the Melissa Public Library can significantly expand public access to information technology, desktop computing, WiFi, basic skills training, and effective use of the Aspen Library System, ensuring that all community members have the tools and knowledge they need to thrive in the digital age.

PLAN OF EXECUTION FOR:

Goal #4 - Maintain Family Place Workshops

Family Place Workshops are designed to support early childhood development by offering families activities and resources that enhance literacy, play, learning, and parental support. To maintain and successfully execute biannual Family Place Workshops at the Melissa Public Library, ensuring we meet Family Place requirements, we will consider the following strategies:

4.1 Planning and Scheduling

- **Annual Calendar:** Create an annual calendar that outlines the dates for the biannual Family Place Workshops. Ensure these dates are well-publicized in advance.
- **Workshop Themes:** Develop a variety of themes for each workshop to keep them engaging and relevant for families. Topics can include early literacy, health and wellness, parenting skills, and child development.

4.2 Partnerships and Collaborations

- **Local Experts:** Partner with local experts such as pediatricians, child psychologists, early childhood educators, and nutritionists to lead workshops and provide valuable information.
- **Community Organizations:** Collaborate with community organizations, such as health clinics, parenting groups, and early childhood education centers, to co-host workshops and reach a broader audience.

Goal #4 - Maintain Family Place Workshops

4.3 Curriculum and Resources

- **Family Place Library Model:** Adhere to the Family Place Library model by incorporating its core components, including parent-child workshops, family-friendly environments, and outreach activities.
- **High-Quality Resources:** Provide high-quality materials and resources for parents and caregivers, such as books, pamphlets, and digital content that support the workshop themes.

4.4 Engaging and Interactive Activities

- **Interactive Sessions:** Design workshops to be interactive and hands-on, encouraging participation from both children and parents. Include activities like storytelling, crafts, and playtime.
- **Q&A Sessions:** Allocate time for Q&A sessions where parents can ask questions and seek advice from experts.

4.5 Promotion and Outreach

- **Marketing Campaigns:** Launch marketing campaigns using social media, the library's website, newsletters, and community bulletin boards to promote the workshops.
- **Flyers and Posters:** Distribute flyers and posters in key locations such as schools, daycare centers, pediatrician offices, and community centers to reach more families.

Goal #4 - Maintain Family Place Workshops

4.6 Accessibility and Inclusivity

- **Language Support:** Offer workshops in multiple languages to cater to non-English-speaking families. Provide translation services where needed.
- **Inclusive Environment:** Ensure workshops are accessible to families with children of all abilities. Make accommodations for children with special needs to participate fully.

4.7 Feedback and Improvement

- **Surveys and Feedback Forms:** Collect feedback from participants through surveys and feedback forms to understand their needs and improve future workshops.
- **Continuous Improvement:** Regularly review the feedback and make necessary adjustments to the workshop content, format, and delivery.

4.8 Staff Training and Development

- **Professional Development:** Provide ongoing training for library staff to ensure they are well-equipped to facilitate Family Place Workshops. This can include workshops on early childhood development, family engagement, and effective communication.

4.9 Resource Allocation

- **Budget Planning:** Allocate a specific budget for the Family Place Workshops to cover costs such as materials, guest speakers, and promotional activities.
- **Grant Opportunities:** Seek grant opportunities and funding from local businesses, foundations, and government programs to support the workshops.

Goal #4 - Maintain
Family Place
Workshops

4.10 Community Building

- **Parent Networks:** Encourage the formation of parent networks and support groups through the workshops to foster a sense of community and ongoing peer support.
- **Follow-Up Activities:** Organize follow-up activities and events that allow families to continue engaging with the library and each other between the biannual workshops.



By implementing these strategies, the Melissa Public Library can maintain and enhance its biannual Family Place Workshops, ensuring they continue to meet Family Place requirements and effectively support families in the community.

PLAN OF EXECUTION FOR:

Goal #5 - Develop Youth Programming

To develop and execute a comprehensive youth programming strategy at the Melissa Public Library, including Summer Reading, Halloween events, Elementary and Junior Storytimes, craft activities, and events for teens and tweens, we will consider the following steps:

5.1 Planning and Coordination

- **Quarterly Programming Calendar:** Develop a quarterly calendar for youth programming to ensure a consistent schedule of events throughout seasons of the year.
- **Program Themes:** Create themes for each season or month to keep programming fresh and engaging. For example, "Summer Adventures" for Summer Reading, "Spooky Stories" for Halloween, and "Creative Crafts" for craft activities.

5.2 Summer Reading Program

- **Kickoff Event:** Host a kickoff event to launch the Summer Reading Program. Include activities like reading challenge sign-ups, games, and guest speakers.
- **Reading Challenges:** Develop reading challenges and incentives to motivate youth participation. Offer rewards such as certificates, small prizes, and a grand prize for top readers.
- **Weekly Activities:** Plan weekly activities related to the summer reading theme, including storytimes, book clubs, and interactive sessions with authors.

5.3 Halloween Events

- **Halloween Party:** Organize a Halloween Festival with costume contests, spooky stories, games, candy, and crafts.
- **Trick-or-Treating:** Arrange safe trick-or-treating events within the library and City Hall, inviting all City Departments to participate.
- **Haunted Library Tours:** Offer guided tours of a "haunted" section of the library with age-appropriate scare levels.

5.4 Storytimes

- **Elementary and Junior Storytimes:** Schedule regular storytime sessions for different age groups, ensuring age-appropriate book selections and activities.
- **Interactive Storytelling:** Incorporate interactive elements such as puppets, songs, sound effects, and crafts to make storytimes engaging and fun.
- **Themed Storytimes:** Plan themed storytimes around holidays, seasons, and popular book series to attract more participants.

5.5 Craft Activities

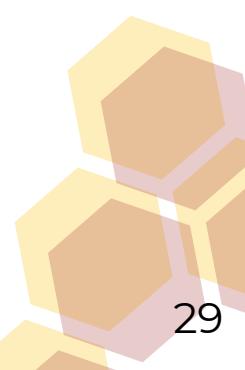
- **Regular Craft Sessions:** Offer regular craft sessions for various age groups. Provide all necessary materials and instructions.
- **Seasonal Crafts:** Plan crafts related to upcoming holidays and seasons, such as making ornaments for Christmas or pumpkin decorations for Fall.
- **Creative Workshops:** Host workshops led by local artists or crafters to teach specific skills like painting, pottery, or jewelry making.

5.6 Events for Teens and Tweens

- **Book Clubs:** Establish book clubs for teens and tweens, focusing on popular genres like fantasy, science fiction, and young adult fiction.
- **STEM Programs:** Develop STEM-related programs, including coding classes, robotics workshops, and science experiments.
- **Game Nights:** Host regular game nights featuring board games, video games, and trivia competitions.
- **Volunteer Opportunities:** Create volunteer programs for teens to help with library events and gain community service hours.

5.7 Promotion and Outreach

- **Marketing Campaigns:** Use social media, the library's website, brochure, newsletters, and community bulletin boards to promote upcoming youth programs.
- **School Partnerships:** Partner with local schools to distribute flyers and information about library programs. Offer to visit schools to present library events.
- **Community Engagement:** Attend local community events and fairs to promote library programs and engage with families.



Goal #5 - Develop Youth Programming

5.8 Insights and Assessments

- **Engagement Insights:** Gather input from young participants and their families using surveys and feedback forms to capture their interests and enhance upcoming activities.
- **Program Assessment:** Continuously assess program effectiveness by monitoring attendance, participant involvement, and feedback. Implement changes to refine and boost the program's quality.

5.9 Staff Training and Development

- **Professional Development:** Provide training for library staff on best practices in youth programming, including engaging storytelling techniques, craft activities, and managing teen events.
- **Youth Advisory Board:** Establish a youth advisory board to involve young patrons in the planning process and ensure that programs meet their interests and needs.

Goal #5 - Develop Youth Programming



By implementing these strategies, the Melissa Public Library can offer a robust and engaging array of youth programs that cater to different age groups and interests, fostering a love for reading and learning in the community's young patrons.

PLAN OF EXECUTION FOR:

Goal #6 - Enhance Adult Programming

To enhance adult programming at the Melissa Public Library, including Summer Reading, Medicare classes, book clubs, and craft classes, we will consider the following strategies:

6.1 Planning and Coordination

- **Quarterly Programming Calendar:** Develop a quarterly calendar of adult programming events to ensure a consistent and well-organized schedule.
- **Program Variety:** Offer a diverse range of programs to cater to different interests and needs within the adult community.

Goal #6 - Enhance Adult Programming

6.2 Summer Reading Program for Adults

- **Kickoff Event:** Host a kickoff event to launch the Summer Reading Program, featuring guest authors, reading challenge sign-ups, and refreshments.
- **Reading Challenges:** Create reading challenges with incentives like gift cards, books, or library merchandise to encourage participation.
- **Book Discussions:** Organize regular book discussions and author talks related to the reading program's theme.

6.3 Medicare and Health-Related Classes

- **Medicare Workshops:** Partner with local experts to offer workshops on Medicare, including enrollment, benefits, and changes in coverage.
- **Health and Wellness Programs:** Develop programs focused on health and wellness, such as fitness classes, mental health workshops, and nutrition seminars.
- **Health Screenings:** Collaborate with healthcare providers to offer free health screenings, such as blood pressure checks, diabetes screenings, and flu shots.

6.4 Book Clubs

- **Genre-Specific Book Clubs:** Establish book clubs focused on different genres, such as mystery, historical fiction, or nonfiction, to attract a variety of readers.
- **Themed Book Clubs:** Create themed book clubs, such as a "Classics Club" or a "Contemporary Authors Club," to cater to specific interests.
- **Online Book Clubs:** Offer virtual book clubs for those who cannot attend in person, utilizing platforms like Zoom or Facebook groups.

Goal #6 - Enhance Adult Programming

6.5 Craft and Creative Classes

- **Regular Craft Classes:** Schedule regular craft classes that cover a variety of skills, such as knitting, painting, scrapbooking, and DIY projects.
- **Seasonal Crafts:** Plan craft classes around holidays and seasons, like making holiday decorations, summer wreaths, or fall centerpieces.
- **Guest Artists and Instructors:** Invite local artists and crafters to lead workshops, providing expert guidance and unique techniques.

6.6 Educational and Professional Development Programs

- **Technology Training:** Offer classes on digital literacy, including how to use smartphones, social media, and library e-resources.
- **Career Development:** Provide workshops on resume writing, job searching, and interview skills to support career advancement.
- **Financial Literacy:** Partner with financial experts to offer classes on budgeting, investing, and retirement planning.

6.7 Promotion and Outreach

- **Marketing Campaigns:** Utilize social media, the library's website, brochure, newsletters, and community bulletin boards to promote adult programming.
- **Flyers and Posters:** Distribute flyers and posters in nearby community centers, coffee shops, and other local businesses to reach a wider audience.

Goal #6 - Enhance Adult Programming

6.8 Reviews and Enhancements

- **Participant Input:** Use surveys and suggestion boxes to obtain feedback from adults on their experiences and preferences, helping to tailor future offerings.
- **Program Review:** Regularly review the success of adult programs by analyzing attendance rates, participant interaction, and received feedback. Make necessary improvements to ensure the program remains engaging and relevant.

6.9 Staff Training and Development

- **Professional Development:** Provide ongoing training for library staff on adult programming best practices, including effective facilitation, program planning, and community engagement.
- **Program Planning Committees:** Form committees that include staff and community members to help plan and develop adult programs, ensuring diverse perspectives and ideas.

Goal #6 - Enhance Adult Programming



By implementing these strategies, the Melissa Public Library can offer a comprehensive and engaging array of adult programs that cater to various interests and needs, fostering lifelong learning and community engagement.

PLAN OF EXECUTION FOR:

Goal #7 - Support Staff Development

To support ongoing learning and development for library staff both locally and regionally, the Melissa Public Library can implement the following strategies:

7.1 Professional Development Plans

- **Individual Development Plans (IDPs):** Create personalized development plans for each staff member, identifying their career goals and the skills they need to achieve them.
- **Regular Reviews:** Conduct regular performance reviews to assess progress on development plans and update goals as needed.

7.2 Training and Workshops

- **In-House Training:** Organize regular in-house training sessions on relevant topics such as customer service, library technology, collection management, and programming.
- **External Workshops and Conferences:** Encourage staff to attend external workshops, conferences, and seminars. Provide information on local and regional library associations' events.
- **Webinars and Online Courses:** Provide access to webinars and online courses for flexible learning opportunities. Subscriptions to platforms like WebJunction or Lynda.com can be valuable alongside Udemy.

7.3 Cross-Training and Job Shadowing

- **Cross-Training Programs:** Implement cross-training programs to allow staff to learn different roles within the library, enhancing their versatility and understanding of library operations.
- **Job Shadowing:** Arrange job shadowing opportunities within the library and with other libraries to provide staff with broader perspectives and experiences.

7.4 Mentorship and Coaching

- **Mentorship Programs:** Establish a mentorship program where experienced staff members mentor newer or less experienced colleagues.
- **Coaching Sessions:** Offer regular coaching sessions with supervisors or external coaches to provide personalized guidance and support.

7.5 Library and Information Science Education

- **Tuition Reimbursement:** Provide tuition reimbursement or financial support for staff pursuing degrees or certifications in library and information science.
- **Partnerships with Educational Institutions:** Partner with local colleges and universities to offer library science courses or continuing education credits for staff.

7.6 Professional Associations and Networks

- **Memberships:** Fund memberships for staff in professional associations such as the American Library Association (ALA) or the Texas Library Association (TLA).
- **Networking Opportunities:** Encourage staff to participate in networking events, committees, round tables, and interest groups within these associations to build professional connections and stay informed about industry trends.

7.7 Resource Library

- **Professional Development Collection:** Develop a collection of books, journals, and other resources focused on library science and professional development. Make these resources readily available to staff.
- **Access to Databases:** Provide access to professional databases and journals where staff can research best practices and new developments in the field.

7.8 Staff Retreats and Team Building

- **Annual Retreats:** Organize annual staff retreats focused on team building, strategic planning, and professional growth.
- **Team Building Activities:** Regularly schedule team-building activities and workshops to enhance collaboration and communication among staff.

7.9 Recognition and Incentives

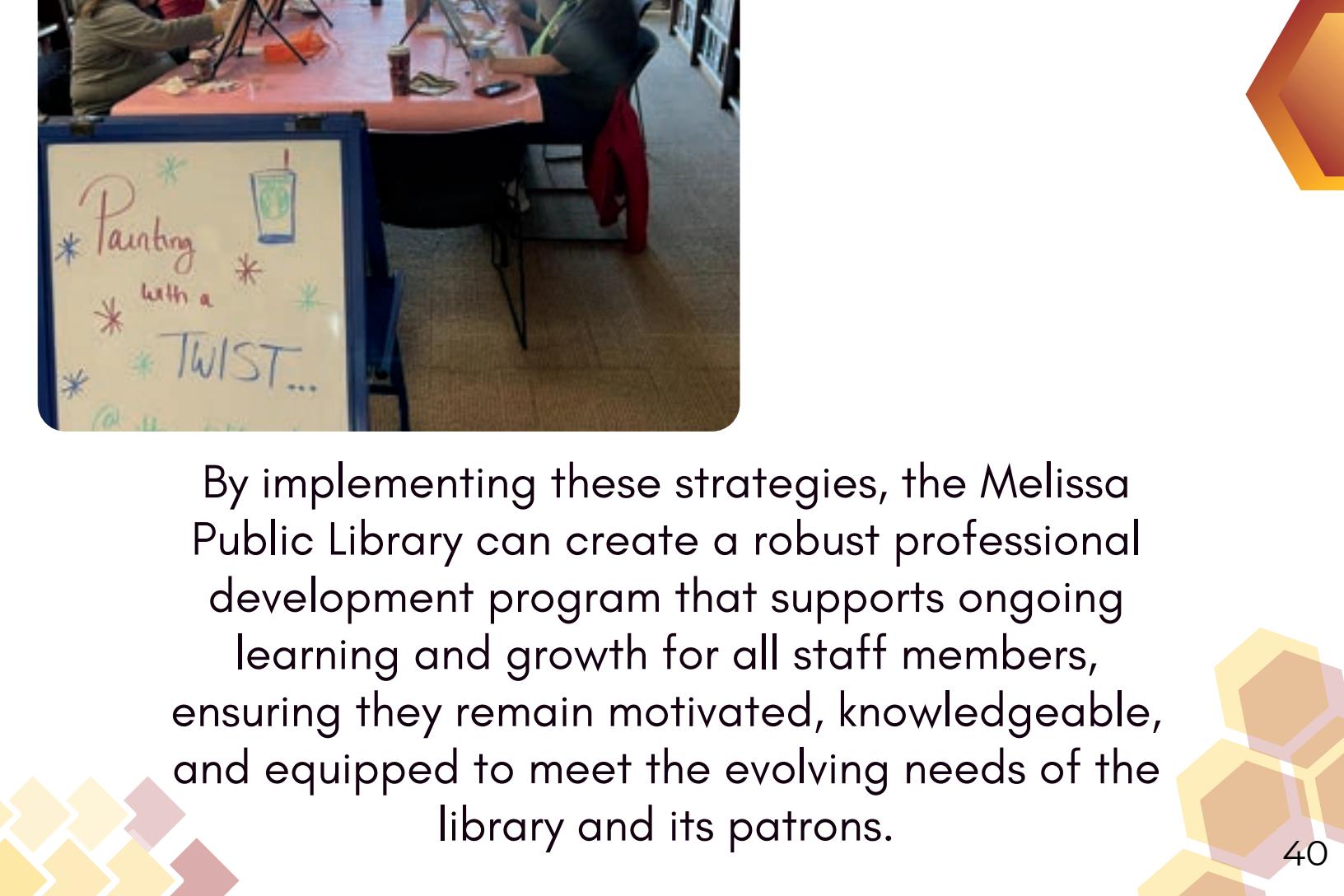
- **Recognition Programs:** Implement programs to recognize and reward staff achievements in professional development, such as certificates, awards, or public acknowledgment.
- **Incentive Programs:** Offer incentives for completing professional development activities, such as bonuses, extra time off, or opportunities for advancement.

7.10 Feedback and Evaluation

- **Feedback Mechanisms:** Create mechanisms for staff to provide feedback on professional development programs and suggest new opportunities.
- **Continuous Improvement:** Regularly evaluate the effectiveness of professional development initiatives and make necessary adjustments to improve their impact.

7.11 Local and Regional Collaboration

- **Library Consortia:** Participate in local and regional library consortia to share resources, training opportunities, and best practices.
- **Interlibrary Collaboration:** Foster collaboration with nearby libraries for joint training sessions, workshops, and professional development events.



Goal #7 - Support Staff Development



By implementing these strategies, the Melissa Public Library can create a robust professional development program that supports ongoing learning and growth for all staff members, ensuring they remain motivated, knowledgeable, and equipped to meet the evolving needs of the library and its patrons.

PLAN OF EXECUTION FOR:

Goal #8 - Encourage Volunteering

To encourage volunteer participation at the Melissa Public Library, particularly from community service assignments, schools, and organizations, we will consider the following strategies:

8.1 Develop a Volunteer Program Framework

- **Volunteer Roles and Descriptions:** Clearly define the roles and responsibilities for volunteers, including tasks such as assisting with programs, shelving books, helping with events, and providing tech support.
- **Volunteer Handbook:** Create a comprehensive volunteer handbook outlining expectations, policies, and procedures to ensure volunteers understand their roles.

8.2 Outreach to Schools and Educational Institutions

- **Partnerships with Schools:** Partner with local schools to create volunteer opportunities for students needing community service hours. Promote the library as a place where students can gain valuable experience.
- **Internship Opportunities:** Offer internships for high school and college students in areas such as library science, marketing, and information technology.

Goal #8 - Encourage Volunteering

8.3 Engage Community Organizations

- **Collaborate with Local Organizations:** Build relationships with local organizations such as youth groups, civic clubs, and religious institutions to encourage their members to volunteer at the library.
- **Corporate Volunteer Programs:** Reach out to local businesses to establish corporate volunteer programs where employees can volunteer as part of their community engagement initiatives.

8.4 Promote Volunteer Opportunities

- **Marketing Campaigns:** Use social media, the library's website, newsletters, and local media to promote volunteer opportunities and highlight the benefits of volunteering.
- **Volunteer Recruitment Events:** Host open houses or volunteer fairs to showcase volunteer opportunities and allow prospective volunteers to meet staff and learn more about the library's needs.

8.5 Create a Positive Volunteer Experience

- **Orientation and Training:** Provide comprehensive orientation and training sessions for new volunteers to ensure they are well-prepared and comfortable in their roles.
- **Mentorship and Support:** Pair new volunteers with experienced mentors to provide guidance and support, fostering a welcoming and inclusive environment.
- **Volunteer Appreciation:** Regularly recognize and appreciate volunteers through thank-you notes, recognition events, and awards.

Goal #8 - Encourage Volunteering

8.6 Flexible Volunteer Opportunities

- **Flexible Scheduling:** Offer flexible scheduling options to accommodate the availability of different volunteers, including weekends, evenings, and short-term projects.
- **Remote Volunteering:** Provide opportunities for remote volunteering, such as assisting with virtual programs, creating digital content, or helping with online research.

8.7 Feedback and Improvement

- **Volunteer Feedback:** Gather feedback from volunteers through surveys and regular check-ins to understand their experiences and identify areas for improvement.
- **Continuous Improvement:** Use feedback to make necessary adjustments to the volunteer program, ensuring it remains effective and fulfilling for participants.

8.8 Leverage Technology

- **Volunteer Management System:** Implement a volunteer management system, such as YourVolunteers, or Volgistics, to streamline the recruitment, scheduling, and tracking of volunteer hours.
- **Online Application Process:** Create an easy-to-use online application process for prospective volunteers, making it simple for them to sign up and get started.

8.9 Highlight the Impact of Volunteering

- **Success Stories:** Share success stories and testimonials from current volunteers to showcase the positive impact of their contributions and inspire others to join.
- **Community Impact Reports:** Publish reports highlighting the impact of volunteer efforts on the library and the community, demonstrating the value of volunteering.

Goal #8 - Encourage Volunteering

8.10 Engage Volunteers in Program Planning

- **Involvement in Planning:** Involve volunteers in the planning and execution of library programs and events, giving them a sense of ownership and responsibility.
- **Volunteer Committees:** Establish volunteer committees to help with specific projects or initiatives, leveraging their skills and expertise.



By implementing these strategies, the Melissa Public Library can create a vibrant and engaged volunteer community, fostering meaningful participation from individuals and groups throughout the area. This will enhance the library's services and strengthen its connection with the community.

PLAN OF EXECUTION FOR:

Goal #9 - Sustain
Community Support
Programs

To sustain community support programs at the Melissa Public Library, including the winter wear collection, support for the North Texas Feed the Need program, and our fine-free program, which eliminates overdue fines to ensure greater access to library resources, we will consider the following strategies:

9.1 Maintain and Promote the Fine-Free Program

- **Consistent Messaging:** Clearly communicate the benefits and guidelines of the fine-free program through the library's website, social media, newsletters, and in-library signage.
- **Monitor and Evaluate:** Regularly review the impact of the fine-free program on library usage and patron satisfaction. Gather feedback from patrons and staff to identify any areas for improvement.
- **Promote Community Benefits:** Highlight success stories and statistics showing how the fine-free program has positively impacted the community, such as increased book returns and library usage.

9.2 Winter Wear Collection Drive

- **Annual Campaigns:** Plan and execute an annual winter wear collection drive, setting specific dates and goals for the collection period.
- **Partnerships with Local Organizations:** Collaborate with local schools, businesses, and community organizations to maximize donations and outreach. Identify and partner with local shelters or charities to distribute the collected items.
- **Promotion and Awareness:** Promote the collection drive through social media, local media outlets, flyers, and posters in high-traffic areas. Engage local influencers or community leaders to help spread the word.
- **Drop-off Points:** Set up clearly marked drop-off points within the library and at partner locations to make it easy for community members to donate.

9.3 Support for North Texas Feed the Need Program

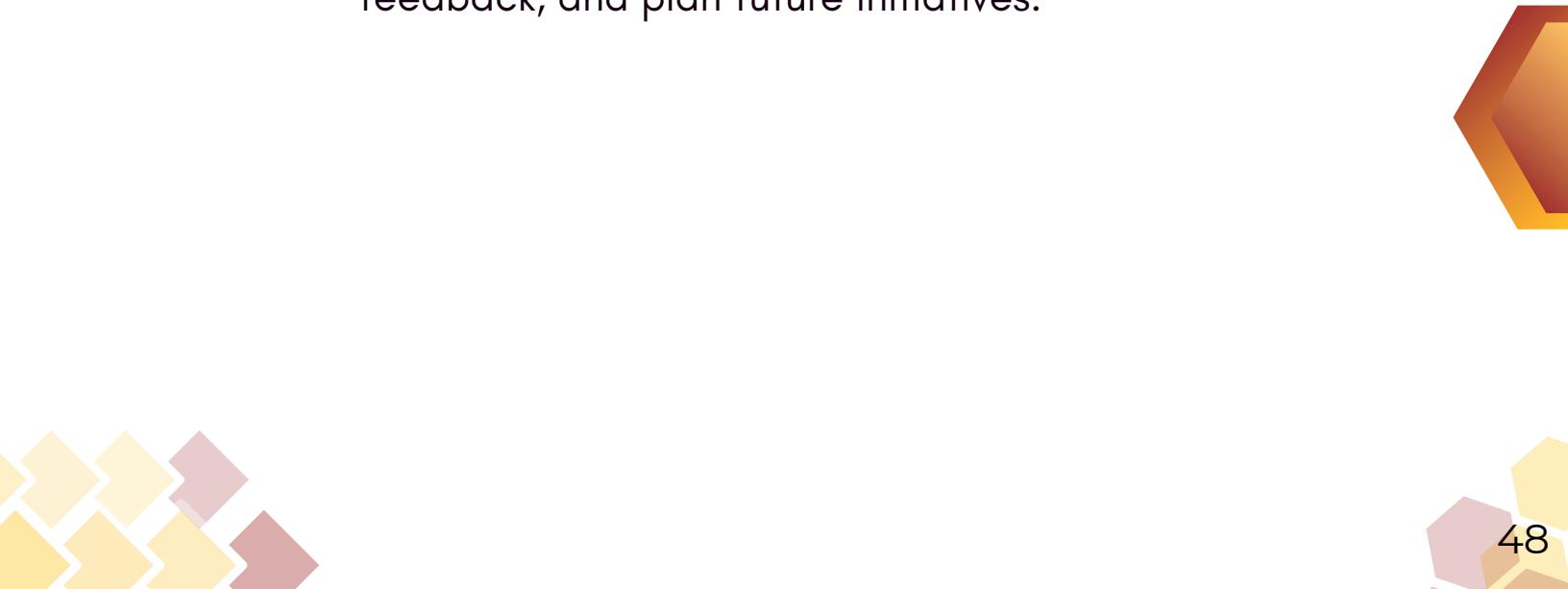
- **Food Drives:** Organize regular food drives in coordination with the North Texas Feed the Need program, such as Melissa Community Outreach. Plan drives around key times of the year, such as holidays or the start of the school year.
- **Volunteer Involvement:** Encourage library staff and volunteers to participate in the food drives, sorting, and distribution of donations.
- **Community Engagement:** Host events or workshops at the library to raise awareness about food insecurity and how the community can support the Feed the Need program. This could include cooking classes using pantry staples, nutrition workshops, or information sessions.

9.4 Fundraising and Resource Allocation

- **Grants and Donations:** Apply for grants and seek donations specifically to support these community programs. Highlight the impact of these programs on grant applications and fundraising campaigns.
- **Fundraising Events:** Host fundraising events such as book sales, charity runs, or community fairs to raise funds for sustaining these programs.
- **Budget Allocation:** Ensure a portion of the library's annual budget is allocated to supporting these community programs, covering any administrative costs and ensuring their sustainability.

9.5 Community Partnerships

- **Collaborate with Local Businesses:** Partner with local businesses to support and promote these community programs. Businesses can provide sponsorship, host collection points, or offer services and products as incentives.
- **Work with Schools and Churches:** Engage with local schools and churches to support and promote these programs, leveraging their networks to reach a wider audience.
- **Publicize Partnerships:** Publicize successful partnerships and collaborations to highlight the community's collective effort and encourage more organizations to get involved.



Goal #9 - Sustain Community Support Programs

9.6 Volunteer Coordination

- **Volunteer Recruitment:** Actively recruit volunteers to assist with organizing and running these programs. This includes setting up collection points, sorting donations, and assisting with distribution.
- **Training and Support:** Provide training for volunteers to ensure they understand the goals and processes of each program. Offer ongoing support and recognition to keep volunteers motivated and engaged.

9.7 Regular Communication and Updates

- **Newsletter Updates:** Include regular updates on the progress and impact of these community support programs in the library's newsletter.
- **Social Media Engagement:** Use social media platforms to share stories, photos, and updates about the programs. Engage with the community by sharing testimonials from recipients and thanking donors and volunteers.
- **Community Meetings:** Host periodic community meetings or forums to discuss the impact of these programs, gather feedback, and plan future initiatives.

Goal #9 - Sustain Community Support Programs

9.8 Monitoring and Evaluation

- **Track Program Metrics:** Collect data on the number of items collected, distributed, and the number of participants in each program. Use this data to evaluate the effectiveness and reach of the programs.
- **Gather Feedback:** Solicit feedback from program recipients, donors, and volunteers to identify areas for improvement and to understand the impact of the programs on the community.
- **Report Outcomes:** Publish annual reports highlighting the outcomes and impact of the community support programs, sharing these with stakeholders, donors, and the community at large.



By implementing these strategies, the Melissa Public Library can sustain and enhance its community support programs, ensuring they continue to provide valuable assistance to those in need and fostering a strong sense of community involvement and support.

PLAN OF EXECUTION FOR:

Goal #10 - Continue 3D Printer Program

To maintain and enhance the 3D printer program at the Melissa Public Library, supported by the 2021 grant from the Ladd & Katherine Hancher Library Foundation, we will consider the following strategies:

10.1 Ensure Proper Maintenance and Operation

- **Regular Maintenance:** Develop a maintenance schedule for the 3D printers, including regular cleaning, calibration, and software updates.
- **Training for Staff:** Provide comprehensive training for library staff on the operation, troubleshooting, and maintenance of the 3D printer to ensure they can assist patrons effectively.

10.2 Expand Access and Usage

- **Open Hours and Booking System:** Set specific hours for the 3D printer program and create a user-friendly request system to manage printer requests and ensure fair access.
- **User Guidelines and Policies:** Establish clear guidelines and policies for using the 3D printer, including acceptable use, material costs, and safety protocols.

Goal #10 - Continue 3D Printer Program

10.3 Educational Workshops and Training

- **Beginner Workshops:** Offer regular workshops for beginners to learn the basics of 3D printing, including design software and printer operation.
- **Advanced Classes:** Provide advanced classes for more experienced users, covering topics such as 3D modeling, complex printing techniques, and troubleshooting.
- **One-on-One Assistance:** Offer one-on-one assistance or tutoring sessions for patrons who need help with specific projects or have questions about 3D printing.

10.4 Promote the Program

- **Marketing Campaigns:** Promote the 3D printer program through the library's website, social media, newsletters, brochure, and local media outlets.
- **Demonstrations and Open Houses:** Host demonstrations and open houses to showcase the 3D printer and its capabilities to the community.
- **Success Stories:** Share success stories and projects created using the 3D printer to inspire and engage potential users.

10.5 Collaborate with Schools and Organizations

- **Educational Partnerships:** Partner with local schools to integrate 3D printing into their STEM curricula, offering students hands-on learning experiences.
- **Community Projects:** Collaborate with community organizations on projects that can benefit from 3D printing technology, such as creating tools or educational models.

Goal #10 - Continue 3D Printer Program

10.6 Monitor and Evaluate Program Impact

- **Usage Tracking:** Keep track of the number of users, types of projects, and hours of printer usage to evaluate the program's reach and popularity.
- **User Feedback:** Collect feedback from program participants to understand their experiences, gather suggestions for improvement, and identify new program ideas.
- **Annual Review:** Conduct an annual review of the 3D printer program to assess its effectiveness, sustainability, and alignment with community needs.

10.7 Sustainable Funding and Resources

- **Budget Allocation:** Allocate a portion of the library's budget to cover ongoing costs associated with the 3D printers, such as maintenance, materials, and staff training.
- **Seek Additional Grants:** Apply for additional grants and funding opportunities to support the expansion and enhancement of the 3D printer program and the potential addition of mini printers for checkout in the future.
- **Material Fees:** Implement a fee for printing to cover the cost of materials and ensure the program's sustainability while keeping it affordable for patrons.

Goal #10 - Continue 3D Printer Program

10.8 Innovative Programming

- **Themed Workshops:** Develop themed workshops and challenges, such as holiday decoration printing, educational model creation, or community art projects.
- **Contests and Exhibitions:** Organize contests and exhibitions to encourage creativity and innovation among users, showcasing their work within the library and the community.
- **Collaborative Projects:** Encourage collaborative projects where patrons can work together on larger or more complex 3D printing endeavors, such as a garden sculpture series.

10.9 Documentation and Resources

- **Instructional Guides:** Create and distribute instructional guides and video tutorials on 3D printing basics, troubleshooting tips, and design software.
- **Online Resources:** Develop a dedicated section on the library's website with resources, FAQs, and links to free 3D design software, including Tinkercad, as well as model repositories like Thingiverse Education.

10.10 Community Engagement

- **Workshops for Specific Groups:** Offer specialized workshops for different community groups, such as seniors, veterans, or local businesses, to demonstrate the potential applications of 3D printing.
- **Project Showcases:** Regularly display 3D printed projects in the library to highlight the program's impact and inspire other patrons to get involved.

Goal #10 - Continue 3D Printer Program



By implementing these strategies, the Melissa Public Library can sustain and grow its 3D printer program, ensuring it continues to provide valuable educational and creative opportunities for the community.

CONCLUSION / SUMMARY

The Melissa Public Library's 10 Year Long Range Strategic Plan marks a significant step forward in our commitment to promoting a vibrant, informed, and connected community. Over the next decade, we aim to transform our library into a dynamic hub that not only provides access to information and resources but also enhances the quality of life for all residents.

By focusing on ten key strategic areas we will ensure that our library remains responsive to the evolving needs of our community.



1. Enhancing Communication: We will prioritize transparent, effective communication to keep our community informed and engaged, ensuring that everyone is aware of the resources and opportunities available at the library.

2. Promoting Quality Programs: Our commitment to delivering diverse, high-quality programs will enrich the cultural, educational, and social fabric of our community, making the library a place of continuous learning and inspiration.

3. Expanding Information Access: By leveraging technology and innovative approaches, we will ensure that all community members can benefit from our vast array of resources.

4. Maintaining Family Place Workshops: We will continue to offer supportive spaces for family learning and development, fostering early literacy and nurturing family engagement skills.

5. Developing Youth Programming: We recognize the importance of investing in our youth. Through targeted programs and services, we will nurture the next generation, cultivating a love for learning and creativity.

6. Enhancing Adult Programming: We will provide adults with opportunities for lifelong learning, personal growth, and community engagement through a wide range of programs tailored to their diverse interests and needs.

7. Supporting Staff Development: Our staff is the backbone of our library. We are dedicated to their professional growth, ensuring they have the skills and knowledge to deliver exceptional service and adapt to the changing landscape of library services.

8. Encouraging Volunteering: We will enhance our volunteer programs to deepen community ties and enrich our library's capabilities.

9. Sustaining Community Support Programs: Our ongoing initiatives will continue to address critical community needs, reinforcing our role as a pillar of support.

10. Continuing 3D Printer Program: By expanding access to innovative technology like our 3D printer, we will encourage creativity and learning in technology use across all ages.

This strategic plan is not just a roadmap but a promise to our community. It is a living document that will guide our efforts and adapt as necessary to meet emerging challenges and opportunities. We invite all community members to join us on this journey, providing feedback and participating in our programs and services.

Together, we will build a library that not only meets the needs of today but also anticipates the needs of tomorrow. The Melissa Public Library is committed to being a cornerstone of the community, a place where everyone feels welcome, valued, and empowered.

As we look to the future, we are filled with optimism and excitement for what we can achieve together. Thank you for your continued support and trust in the Melissa Public Library. Together, we will create a thriving community through the power of knowledge, connection, and discovery.