

Service Plan

2014 to 2019

Our Vision: *As a vital and innovative centerpiece in Kings Mountain, Mauney Memorial Library provides resources to the citizens in creating and achieving a bright future.*

Our mission: *The mission of the Mauney Memorial Library is to create a lifetime love of reading by providing materials, resources and programs through personal and excellent customer service for area residents.*

In August 2013, the Library initiated a strategic planning process intended to guide its actions for the next five years. In May 2013 and June 2014, Mauney Memorial Library conducted patron surveys. The goal of the survey was to better understand patron needs in order to assist in long range planning, and include community input in library resource allocation and decision-making. In addition, the library listened to selected stakeholders as we carefully considered our strengths, weaknesses, opportunities and threats. This team of stakeholders included Library Trustees, and Friends of the Library and citizens of all ages who helped us craft our priorities for the next five years.

Survey Results--309 responses

Our customers told us the things in which we are strong, our friendly staff and helpfulness at every turn. Areas that need improvement were reflected through requests for more materials, ebooks, quiet study areas, access into the building and between floors, more parking, way finding both in and through the library, as well as self-check and the ability to pay with debit and credit card topped the list.



Mauney Memorial Library

Survey Results

| | |
|-------------------------|---|
| Listening to our public | 2 |
| Customer Voices | 3 |

How we impact the community

| | |
|--------------------------|---|
| Our priorities and goals | 3 |
| Planning Stakeholders | 4 |



Listening to Our Public

Survey results tell us that our community is very pleased with our services. Children's programs, our award winning Summer Reading Program all have the highest of satisfaction rates. Our commitment is to continue these excellent services and reach even deeper in the community. Cleveland County continues to recognize a 22% functional illiteracy rate as a problem. We want to target literacy efforts, recognizing that literacy begins with our children and their parents. We want to facilitate the discussion about summer slide and ways to reduce its effects through engaging summer activities. Our Community Committee asks that we continue providing contemporary technologies for Kings Mountain citizens. They asked for comfortable spaces in the library and survey comments reiterated the challenges this service faces in the current facility from access, seating to parking. They asked for more ebooks, and electronic

services through up to date computers and software. We recognize the needs for our adults in sorting through the maze of technology and our role in providing resources. Our role facilitates instruction on how to use and help when a job seeking assistance is needed. Survey results indicate the importance of accessing the internet for library users. They rated accessing local and national news, community events and resources, email as very important. Leisure reading continues to be extremely important for children, teens and adults. When asked about hours, customers new to the community suggested longer hours on Saturday and Sunday afternoons. We want to help our community solve its problems and be an asset to the revitalization efforts of downtown Kings Mountain. We want people to succeed in life, schools, their jobs and businesses.

Customer Voices

- "The Mauney Library is an open, friendly and welcoming place - not the prohibitively silent structures found in other places (Shhhh)! I like the vitality and energy generated by the staff - they are truly excited about what the library has to offer and it shows. The Library is truly one of the Great Third Places in Kings Mountain! *A great third place is that place other than home or work where people gravitate toward.
- Thank you for the children and family programs over the summer. The booth at the farmer's market got my son interested in going to the farmers market and learning about vegetables. Also, thank you for the storywalk. Our cub scout pack just did the walk, read the story and picked up trash on the walk.

- *"I will help campaign for a new facility. Your staff provides wonderful services and resources, but the space/tech infrastructure available in the facility is no longer adequate."*

Our Priorities to Our Users

Create young readers--Emergent Literacy

Preschool children will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.

Connect to the Online World: Public Internet Access

Residents will have high-speed access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of the ever-growing resources and services available through the Internet.

Stimulate the imagination--Reading, Viewing and Listening for Pleasure

Residents who want materials to enhance their leisure time will find what they want when and where they want them and will have the help they need to make choices from among the options.

Visit a comfortable space--Public and Virtual Spaces

Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support social networking.

GOALS

What we will accomplish over the next five years and how we impact community residents

Improve early literacy efforts to birth to five children

Target literacy efforts to include Kindergarten to third grade children

Encourage knowledge of 21st century skills*

http://www.ims.gov/about/21st_century_skills_list.aspx

Engage library customers' curiosity through online and print resources

City, County and business leaders will recognize the library as a critical partner in the quality of life and economic vitality of Kings Mountain



Better Bandwidth

During 2013, the City of Kings Mountain installed a fiber network improving bandwidth for all city departments. The Library also upgraded its wireless network adding capacity for the public. The library continues to be the downtown spot to freely access the internet.





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Kings Mountain, NC 28086

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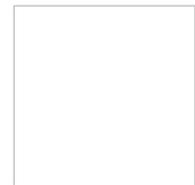
Find us on the Web:
www.mauneylibrary.org

Community Stakeholders—Thank you!

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|-----------------|-----------------|----------------|
| Dr. Jeff Mauney | Paul Cabe | Judy Ford |
| Jan Harris | Susan Champion | Sharon Morris |
| Cheryl Vagnozzi | Greg Martin | Library Staff |
| Camiel Bradshaw | Connie Savall | Melissa Busche |
| Rex Gibbs | Christy Conner | |
| Susan Gibbs | Amontae Perkins | |
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