Strategic Plan 2019-2023

Mission
We cultivate lifelong learning by providing opportunities for all through excellent customer service.

Vision
As a treasured centerpiece of Kings Mountain, the library serves as a turning point in people’s lives.

The Customer Experience

Goal:
Provide excellent, personal customer service for all

- All community members will experience professional, knowledgeable, personalized, positive service, every time.
- Encourage staff training and education as part of the work culture. Including the NCLA conference, State Library Trainings and other library professional workshops and webinars
- Strive to connect patrons with needed resources during every transaction—say yes to the guest
- Maintain personalized service and relationships for each individual who comes through the library’s doors and in transactions outside of the library
- Encourage and solicit for service feedback from the community through surveys, conversations, and forums

Cultivating Education, Discovery, and Creativity

Goal:
Provide resources that stimulate early literacy skills to lifelong learning opportunities for every community member

- The library will provide free access of resources for all, to encourage learning, growth, development, and imagination.
- Maintain current Storytimes and playgroup activities
- Enhance and strengthen the library’s partnership with Cleveland County Schools through relationships with area media specialists, school administration, and others in the district
- Broaden the library’s scope of outreach programs to include more adult service outreach, middle and high school outreach, and other outreach services deemed appropriate
- Plan, create, and build a makerspace to encourage discovery and creativity
Being the Community’s Third Space

**Goal:**
The library as a welcoming, innovative, inclusive accessible space for all community members

Mauney Memorial Library will be the place to learn, socialize, connect, and just be in the community.

- Assess facility needs in collaboration with City Administration and Council
- Remodel and upgrade inside current building including new flooring, restoration of windows, fixing the roof making it more safe and inviting for the community
- Install new handicap lift/elevator that gives an inviting way for everyone to come into the library
- Fix sidewalks and outside areas that are decaying
- Maintain and augment current technology to reflect current societal trends
- Create a culture of acceptance for everyone, every time they come to the library

Community Engagement

**Goal:**
Provide new experiences and opportunities in and outside of the library for all to enjoy through creative marketing, community collaborations, and shared ideas

The library will promote shared experiences, new cutting-edge ideas, and technology throughout the community.

- MML on location—taking technology, programming and ideas outside the library to various locations in the City
- Hire a professional marketer to help the library reach more community members through new ways of sharing our story and telling all the possibilities the public library holds
- Create partnerships with County agencies, City agencies, and KM business owners to increase interconnectivity with more demographics throughout the community
- Maintain and augment current technology to reflect current societal trends