Scenic Regional Library
Strategic Plan for 2027-2029

The Scenic Regional Library's strategic plan for 2027 to 2029 will focus on financial sustainability, community engagement, library facilities, collections, programming, and digital access and technology.

1. Expand funding options – Diversifying revenue sources will help strengthen the library's long-term financial stability and provide additional resources to support library services.

- Advocate for legislation to expand funding options, such as allowing the library to ask voters for sales tax.
- Increase annual revenue generated by the Library Foundation and Friends of the Library.
- Increase Friends of the Library memberships
- Develop a plan for the use of projected revenue associated with data centers.
- Seek additional grant opportunities to support library programs, services, and initiatives.
- Increase opportunities for individuals and businesses to financially support the library; develop sponsorship opportunities for library programs, events, and special initiatives.
- Engage a lobbyist to advocate in the Missouri Legislature for preserving or increasing state aid funding and for maintaining or easing restrictions on property tax growth.

2. Expand access to social services – Partnerships with community organizations can help connect residents with services that address basic needs and improve access to community resources.

- Find alternative funding to provide social services to the public, such as access to a social worker or social work practicum student.
- Identify emerging community needs and explore opportunities for the library to respond through partnerships, programs, and referrals.
- Provide staff with information and training on local social service resources so they can better direct patrons to appropriate assistance.
- Partner with community organizations to provide essential support services at library locations, including food distribution, outreach, enrollment assistance, and resource referrals.

3. Maintain high-quality library facilities – Well-maintained facilities, furnishings, and equipment help ensure that library spaces remain attractive, comfortable, safe, and functional.

- Professionally clean, reupholster, or replace furniture as it becomes stained, worn, damaged, outdated, or otherwise detracts from the appearance or comfort of library spaces.
- Make cosmetic improvements to library facilities, such as painting and flooring replacement, as public and staff spaces become worn or dated.
- Maintain and improve landscaping by replacing or refreshing plants, trees, and other exterior features as needed.
- Repair, replace, or update equipment, fixtures, signage, lighting, and other interior and exterior facility components as they become worn, damaged, outdated, or ineffective.

4. Strengthen library programming – High-quality, engaging programs help increase participation, reach new audiences, and connect residents with learning opportunities and community resources.

- Strengthen partnerships with local organizations, businesses, schools, and community groups to expand programming opportunities and expertise.
- Expand civic engagement to help residents learn about local government, community issues, and civic participation.
- Increase the number of adult programs offered.
- Increase average attendance per adult program.
- Increase participation in the Summer Reading Program and the percentage of participants who complete the program.
- Increase program participation among new and non-library users

5. Strengthen and adapt library collections – Responsive, well-managed collections help ensure that library resources reflect changing patron interests, formats, and community needs while making effective use of available funding.

- Align collection formats with changing patron preferences by regularly evaluating demand for physical, digital, and emerging formats and adjusting purchasing accordingly.
- Expand the Library of Things to provide access to useful equipment, technology, recreational items, and other nontraditional materials.
- Reduce the purchase of materials unlikely to circulate by evaluating usage patterns, patron requests, and demand for similar titles before purchasing.
- Increase the visibility and circulation of Library of Things items by expanding in-library displays and exploring other ways to promote the collection.
- Increase coordination between programming and collection development so major programs are supported by related materials and resources.
- Decrease time to get books and other physical items in hand

6. Expand community engagement and outreach – Building stronger connections throughout the community will increase awareness of library services, reach new audiences, and extend the library's impact beyond its branches.

- Increase community engagement to promote library services, including presentations to civic, service, and community organizations.
- Target marketing of library programs and services to specific audiences, such as promoting teen programs through local middle and high schools.
- Increase direct marketing through tools such as email, text messaging, and mail.
- Identify and publicize stories demonstrating how the library has positively impacted individuals and the community.
- Seek opportunities to provide library outreach to the Franklin County Jail and other justice-system facilities.
- Partner with organizations, educational institutions, and businesses to expand access to job training, employment assistance, career resources, and other workforce development services.
- Conduct surveys, focus groups, and other outreach aimed at non-library users to identify barriers to library use, better understand community needs, and gather feedback on opportunities to improve library services.

7. Improve digital access and technology – Improving the accessibility and usability of the library's digital services and keeping pace with emerging technologies will help ensure the library remains accessible and responsive to community needs.

- Develop a new library website with improved appearance, navigation, and access to library resources, services, and information.
- Bring the library's website and social media content into compliance with WCAG accessibility standards by the required deadline and maintain compliance through ongoing monitoring and updates.
- Provide learning opportunities and resources to help community members understand emerging technologies, including artificial intelligence (AI), and use them responsibly.
- Provide staff with opportunities to develop knowledge of emerging technologies, including artificial intelligence (AI), and explore practical applications for library services, programs, and daily operations.