



Prince George's County Memorial Library System

Strategic Framework 2020-2023

Cover Photo: "Exhale" by Jay Durrah

Jay Durrah Art

This strategic framework was developed by the Prince George's County Memorial Library System, in collaboration with Margaret Sullivan Studio and Ashana Crichton of Arc Growth.





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Letter from the Board of Library Trustees



2019 was quite a year for all of us here at the Prince George's County Memorial Library System (PGCMLS). We are entering a new decade with a strong commitment to serving the evolving needs of the vibrant county community.

With new leadership, new buildings, and a bright outlook on programming, PGCMLS exemplifies the best of what Prince George's County proudly has to offer. The community welcomed Roberta Phillips as the Library's new Chief Executive Officer. She demonstrates a truly admirable dedication to staff culture, a focus on community partnerships, and a passion for making sure every person that walks through the Library's doors feels like our most important customer.

When it comes to library facilities, PGCMLS strives for the best. In 2019, we opened our newly renovated New Carrollton Branch Library to an eager public. We also broke ground on the site of the new Hyattsville Branch Library. Modernization, accessibility, and captivating design are the main aspirations for these projects, and we do believe we are meeting our goals.

Learning is at the heart of any great library. PGCMLS staff and community partners have provided programs for all ages, ranging from the "Hip-Hop Architecture" program for teens and the Tim Junkin author visit for adults to a visit from NASA astronaut Serena Auñón-Chancellor for children. Our customers always want to grow, improve the community, and share knowledge, making the "everyday" at PGCMLS extraordinary.

PGCMLS plays a vital role in support of Prince George's County's growth. In the coming years, the Library strives to deepen engagement with the community, providing customers with the tools to illuminate their surroundings, embrace their dreams with a commitment to resoluteness, and together—in this decade—go further than ever before.

A handwritten signature in black ink, appearing to read "Samuel Epps", with a stylized flourish at the end.

Samuel A. Epps IV
President, Board of Library Trustees (2016–2019)
Prince George's County Memorial Library System

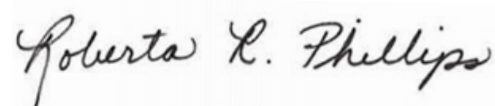
Letter from the CEO

Welcome to the Prince George's County Memorial Library System Strategic Framework! Staff from every part of the Library came together to form a strategic working group. They led an effort to chart the path forward for PGCMLS together with input from community members, staff, the Board of Library Trustees, county officials, and partners. This strategy positions the Library as a powerful leader in the effort to advance Prince George's County's strategic priorities: education, youth development, quality of life, economic development, healthy communities, and safe neighborhoods.

This framework will guide the work of PGCMLS for the next three years. It enables staff to be intentional, nimble, and flexible with their approach to providing essential services to customers. By living our values and demonstrating an investment in strengthening our institutional culture, PGCMLS will support individual achievement and camaraderie in the County. We will "live in the why," expanding our ability to positively impact the lives of our customers in real and meaningful ways.

PGCMLS invites you to explore the new mission, vision, and values outlined in this document, which will inspire the Library's forward momentum. The framework's five strategic areas of focus provide a starting point for PGCMLS to evolve services and programs in order to foster community, equity, and opportunity. As a leader in Prince George's County, PGCMLS will serve as a catalyst for change.

With joy,



Roberta Phillips
Chief Executive Officer
Prince George's County Memorial Library System



Prince George's Proud

In 2019, PGCMLS engaged in an immersive strategic thinking initiative. The purpose of this effort was to evaluate existing strengths and opportunities for evolution with the goal of renewing the Library's commitment to having a positive impact on the daily lives of County residents. The timing of this work aligned with the arrival of energetic, bold, and aspirational county and library leadership. PGCMLS is poised to more effectively partner with the community to ensure that *all* in Prince George's County are supported in their pursuit of happiness.

The PGCMLS staff strategic team collaborated with Margaret Sullivan Studio to gather community and stakeholder input on how to support the Library's evolution into becoming a more community-centric institution. The group's findings confirmed that the combination of a wonderfully talented staff and wide-ranging partnerships make PGCMLS an integral part of life in Prince George's County. From these findings, PGCMLS developed an inclusive mission, vision, and set of values that signal the Library's path to a future that places customers' evolving needs at the core of all services.

Public libraries are a gift to the community, a place where graciousness, compassion, and affirmation inform every opportunity to engage as individuals or as a group. This strategic framework articulates the community's preferred future for PGCMLS. It offers an outcome-driven illustration of how PGCMLS will serve residents no matter their stage of life, interests,



Ready 2 Read Story Time at the Baden Branch.

background, or educational goals. The strategic areas of focus outlined in the framework are designed to anticipate and facilitate dynamic responses to the community's needs at any given time. PGCMLS will be a leader in creating social capital, resulting in the practical benefits of education, wellness, and economic advancement for a stronger Prince George's County.





1,2,3 Andres event at the Beltsville Branch.

PGCMLS will approach its new mission by looking outward and developing a renewed understanding of community needs through more robust engagement with the County, customers, and partners. Staff will continue to enrich their skill sets to adeptly approach complex issues with compassion, creativity, and integrity. It is not enough to be a passive provider of information. It is critical that PGCMLS embraces its role as developer, convener, and facilitator of vibrant community life.

The Library and its customers can co-lead the County to a brighter future by deepening relationships through openness and creating conditions for *all* in the community to flourish.



Brainstorming at the D.R.E.A.M. Lab Production Camp at the Fairmount Heights Branch.



Book discussion at the Greenbelt Branch.

"Whether you are a child learning how to read, a job-seeker, an artist, or a retiree, PGCMLS is here to support your curiosities, aspirations, and imagination."

**— Stephen Fitzgerald
PGCMLS Team Member**

OUR VISION

Prince George's County Memorial Library System is essential to a diverse, thriving, and informed community. We are leaders who work as catalysts for change by providing learning opportunities for all.

OUR MISSION

We build relationships to advance our community!

OUR VALUES

We are ... **OPEN**

We are ... **CONNECTED**

We are ... **DYNAMIC**

We are ... **UNIQUE**

We are ... **KIND**

Strategic Areas of Focus

The new PGCMLS strategic areas of focus emerged from identifying the needs, strengths, challenges, and opportunities that communities in Prince George's County are experiencing. The areas of focus are informed by an extended process of gathering and analyzing staff, public, and stakeholder feedback about the future of the Library. By declaring these five priorities, PGCMLS will intentionally activate staff skills and talents, key partnerships, services, collections, technologies, and spaces to create a positive impact throughout the County. Each year, PGCMLS will engage the public to evaluate the successes and new opportunities that emerge from the strategic work. Together with the community, the Library will be bold, aspirational, and *Prince George's Proud*.

We support resilient neighborhoods by embracing culture, inclusion, and social justice.

We champion creatives and value their unique contributions to the community.

We are strong partners in education and promote lifelong learning for all.

We develop and promote skills and resources for healthy living.

We foster economic growth through career and business development.

Community Impact

"We are committed to our community and to designing experiences that enable individuals to achieve their pursuit of happiness."

**— Roberta Phillips
Chief Executive Officer**

Creating Flourishing Communities

The Aspen Institute's "Rising to the Challenge: Re-Envisioning Public Libraries" report states that the 21st century public library experience can occur anywhere libraries create community through the deployment of their brand, values, services, and assets. The Aspen report findings, which are reflected in the new PGCMLS mission and the Carnegie model of American public libraries, challenges bold and aspirational libraries to lead by creating conditions for communities to flourish. PGCMLS embraces this call to action by leveraging existing community networks to align strategic areas of focus with countywide initiatives established by civic leaders.



Cat Adoption Fair at the Laurel Branch.



Libraries Rock! Block Party at the Hyattsville Branch.

PGCMLS and county agencies will strengthen collaborations to celebrate the distinct character of the County and the many different local communities that make the area one of the most diverse in the country. The Library's role is to provide individuals with opportunities opportunities for learning and discovery that foster personal, economic, and community growth.



The new vision for PGCMLS repositions the Library as an essential institution locally for facilitating and modeling inclusion, social justice, cultural awareness, and respect. With a distributed network of facilities and pop-up locations throughout the 27 municipalities that the Library serves, PGCMLS will design experiences that foster a sense of belonging, community pride, strength, support, and prosperity.

Library staff will continue to embrace all cultural identities by creating the spaces and opportunities for community members to share their stories and compassion with each other. PGCMLS will encourage and convene the inclusive listening and learning necessary to effectively live the new foundational values. The Library will ensure all Prince Georgians have can access resources, services, and programs that can fill their future with hope, optimism, possibility, and opportunity for all.

**"PGCMLS has the greatest people working there.
... Much love and Respect."
— Tosha O'Neal
Community Member**



Teens attending "Show Your Pride" and creating artwork at the Greenbelt Branch.



Having fun at Chess For Kids at the South Bowie Branch.

We support resilient neighborhoods by embracing culture, inclusion, and social justice.

The Prince George's County Memorial Library System provides safe spaces throughout the County for all members of the community. The Library will facilitate, model, and create opportunities to celebrate and explore differences and shared heritage. Real change happens when barriers are eliminated and honest conversations raise awareness of community needs. These inclusive conversations allow staff to explore culture, diversity, and social justice in order to expand relationships with partners and provide and adapt services to support customers.

PGCMLS branches will serve as anchors for surrounding neighborhood communities, celebrating the differences and unique qualities of the customers they serve. The Library and its partners will advance the community's sense of belonging at libraries through thoughtful customer service interactions and engaging outreach.

Library staff will promote a library experience that welcomes and affirms all in our community. This vision will be realized when customers increasingly view PGCMLS as a trusted resource for supporting their day-to-day needs and aspirational life goals. The Library will foster a deeper sense of belonging in the County by celebrating the many cultures represented in our neighborhoods. At every point of service, whether in person or digital, our staff and partners will incorporate best practices for embracing culture, diversity, and social justice advocacy.

"We want to support our communities and help people from all backgrounds and walks of life feel welcome, valued, and enriched by their library experience."

**— Vanessa Chandler-King
PGCMLS Team Member**



Ananseghromma of Ghana at the Accokeek Branch celebrating Black History Month.



African American Inventors program at the Spauldings Branch.

THE WHY, NATIONALLY:

- The United States is growing more racially and ethnically diverse. For many Americans, embracing this demographic shift is challenging and complicated, even though diversity generates stronger, equitable communities and social capital.

THE SOLUTION:

- The Library will create conditions for customers' heritage to be celebrated by facilitating, modeling, convening, and leading cross-cultural engagement.
- We will amplify the less-heard voices in our community to help them shape their ideal future of Prince George's County.

THE WHY, LOCALLY:

- Prince George's County enjoys extraordinary diversity, yet there are challenges and immense opportunity for advancing inclusion and understanding.
- Within the Library system there are language barriers between staff and customers.

THE HOW:

- We will develop employee skills, including multilingual language proficiency, and confidence for serving the County's diverse population.
- The Library will pilot the use of technology to increase access to programs and services, regardless of customers' primary language.

IN THE NEAR FUTURE

• AUTHOR VISITS

Visits from prominent national and local authors, whose work is culturally significant, are planned for 2020-2023.

• CENSUS 2020

The Library plays a critical role in ensuring that everyone is counted in Prince George's County by providing Census hubs and staff assistance at all branches. PGCMLS helps eliminate the digital divide and partners with the County to ensure that an accurate is obtained in order to maximize federal support for local services.

• LIBRARY PODCASTS

A new Library podcast series will highlight the achievements and dreams of County residents. Stories of inspiration, hope, and kindness will be shared by customers and PGCMLS staff.

• MOVIES THAT MATTER

The Library will screen a series of thought-provoking movies in collaboration with the Prince George's County Human Relations Commission. Screenings will be paired with discussions led by community members of the films' themes.



Award-winning illustrator Gordon C. James presenting to community members at Oxon Hill Branch.

We are strong partners in education and promote lifelong learning for all.

Preparing Prince George's County citizens for change involves teaching the following essential skills: literacy, critical thinking, communication, creativity, and collaboration. PGCMLS is a catalyst for providing residents with the educational tools and resources they need to prepare and respond to the rapid technological, economic, and social change in the County.

The Library will expand its role as the primary countywide convener for community partners to work together to provide customized learning for residents at every stage of life and every age. To support this initiative, customers will be encouraged to advance their love of learning through discovery, exploration, and embracing their passions.

The PGCMLS vision will be realized through the positive impact of programs, services, and opportunities developed that help all styles of learners to obtain 21st century skill sets. The Library will create customized experiences that embrace effective learning techniques, such as project-based, intergenerational, and co-created learning.

Customers will improve their understanding of human development, health, and well-being, with an emphasis on early childhood development, family development, tween and teen development, veterans, and seniors. With a focus on the 4 C's—creativity, collaboration, critical thinking, and communication—PGCMLS customers will be resilient in the 21st century knowledge economy.

"I have always loved learning how to do things. At my library I can find a variety of resources that inspire me to keep learning and creating. Whether it is from books, online resources like Creativebug, or the people I meet, I always find something that sparks my desire to learn or try something new."

**— Gia Schwatka
PGCMLS Team Member**



Young Women in STEM Fair at the Bowie Branch.



Meet the Author event with Dolen Perkins-Valdez at the Oxon Hill Branch.

THE WHY, NATIONALLY:

- Citizens need to be equipped with 21st century skill sets—critical thinking, communication, creativity, and collaboration—to evolve and be prepared for a rapidly changing future.

THE SOLUTION:

- Educational resources and programs provide customers with ways to obtain new skills and achieve their personal goals while minimizing economic barriers.
- Build parents' confidence for supporting and strengthening family connections.
- Every child starts life with an abundance of resources to advance literacy skills.

THE WHY, LOCALLY:

- Prince George's County faces challenges with meeting goals for:
 - Workforce readiness
 - Graduation rates
 - Pre-kindergarten readiness
 - 4th grade reading proficiency

THE HOW:

- The Library provides learning and enrichment opportunities for all community members to explore their interests, passions, and goals.
- The Library creates learning experiences that are customized to meet community members where they are in their lifelong learning journey.

IN THE NEAR FUTURE

- **REIMAGINE THE CURIOSITY CUBE**
The Curiosity Cube vehicle will be reimagined to provide new and unexpected ways to engage with PGCMLS services in unusual places, serving customers in their own neighborhoods and increasing awareness of the Library's offerings.
- **BOOKS FROM BIRTH**
Promotion and increased participation in "Books from Birth" will establish home libraries for children ages 0-5, fostering early literacy, kindergarten readiness, and a love of reading between parents and their children.
- **D.R.E.A.M. LAB EXPANSION**
Expanding the D.R.E.A.M. Lab at the Fairmount Heights Branch will increase the Library's engagement with teens and young adults looking to explore careers and passions in the areas of music, production, media, and graphic arts.
- **CHILD FRIENDLY COUNTY INITIATIVE**
The Library will partner with the County's health, human services, and education agencies to ensure that all children in Prince George's County have equal access to resources for health, education, and happiness.



Teens using technology to produce music at the D.R.E.A.M. Lab Production Camp at the Fairmount Heights Branch.

We foster economic growth through career and business development.

The County workforce needs to be ready for a changing economy with diverse skills, including coding, robotics, artificial intelligence, and engineering. PGCMLS will work with educational institutions, local businesses, and workforce development programs to connect customers with skills development opportunities, networking, and entrepreneur training. These services will be enhanced throughout the Library's own facilities and beyond, as staff develop ways to promote workforce development through a robust network of partners like Employ Prince George's.

PGCMLS will enhance its role as an essential partner in the County's economic development initiatives by connecting customers with training and employment opportunities that facilitate their personal achievement and growth, which in turn drives workforce development.

The Library's vision for fostering economic growth will be realized in conjunction with economic development partners, including local government agencies, social services providers, educational institutions, and employers. Outcome goals will be developed based on the effectiveness of library-based career and small business development programs in contributing to countywide economic growth. All county residents will have access to the training, career development, and spaces they need to develop individual goals and see immediate results for themselves, their businesses, and their families.

"Workforce skill-building is essential. Each individual will not only be a key factor in providing for one's immediate family, but the community family as a whole. A functioning workforce will pour the resources it has gained back into the community. These resources can lead to internships, job opportunities, and above all overall sustainability. Every worker is an intricate piece of the puzzle that keeps the community flourishing. You are only as strong as your weakest link. By strengthening each link we are creating a chain that can be passed onto future generations."

**— Zachary Jones
PGCMLS Team Member**



The Career Change Panel Discussion at the Hyattsville Branch.

THE WHY, NATIONALLY:

- Public libraries play a key role as providers of access to information, education, and workforce development opportunities that contribute to result in the financial sustainability for individuals and community economic prosperity.

THE SOLUTION:

- PGCMLS is a visible, valuable contributor to a thriving, growing Prince George's County economy. We are a catalyst for a prosperous community.

THE WHY, LOCALLY:

- Prince George's County residents are not all experiencing economic sustainability. Needs include:
 - Employment opportunities
 - Skills development
 - Small business support
 - Wraparound services

THE HOW:

- The Library provides spaces and resources for partners and networking.
- Workforce development initiatives and essential skills training help residents achieve their career goals.

IN THE NEAR FUTURE

- **CAREER KICKSTART FOR 18-24-YEAR-OLDS**
PGCMLS Career Kickstart is an instructional program that equips participants with the skills necessary to achieve employment in the workforce. Whether it's gaining the information for first-time employment, reentry to the workforce, or sharpening skills while currently employed, Career Kickstart is a launchpad for personal advancement.

- **WORKFORCE DEVELOPMENT COMPUTERS & TECHNOLOGY**
Designated technologies will enable customers to have the tools needed to advance their skills for the job market or build small businesses.

- **NETWORKING OPPORTUNITIES FOR ENTREPRENEURS**
The Library will provide spaces and meetups for entrepreneurs to offer support and collaboration within the community.



Teens learning from the Hip-hop Architecture Camp at the Oxon Hill Branch.

We champion creatives and value their unique contributions to the community.

The arts are fundamental to nourishing our collective humanity by providing avenues for the expression of personal and shared experiences. Music, visual art, dance, theater, spoken word, and design have a transformative impact on individuals of all ages in Prince George's County, cultivating community and encouraging creative expression in daily life. Access to interactive arts programs, live performances, and makerspaces—like the D.R.E.A.M. Lab—all contribute to fostering curiosity, collaboration, and discovery among youth and lifelong learners. These skills improve academic achievement and are among the most valued by employers.

PGCMLS will expand its commitment to serving the vibrant artistic community in the County by reaffirming its role as an essential and valued resource for creators. We will provide open access to the spaces, tools, and networking opportunities that support established and aspiring artists as they advance their skills and share their passions with the public and consumers. We will also create unique opportunities for customers to interact with the vibrant array of painters, poets, musicians, dancers, actors, and designers of our region.

By providing resources and platforms for creators and their work, PGCMLS will become a leader in the local creative economy through collaborations with active arts organizations, resident artists, and educational institutions. The arts will be more accessible to our community, the vibrancy of the County will be enhanced, the customer experience will be enriched, and moments for creative self-discovery will be central to the PGCMLS experience.

"Artists and creatives are essential members of our local, national, and global communities. The goal of PGCMLS creative programs is to ensure that PGCMLS does its part to empower artists by providing opportunities for professional development, while also encouraging community engagement and contribution."

**— Francesca Whaley
PGCMLS Team Member**



Children creating electric vehicles at a FutureMakers program at the Greenbelt Branch.



Teens performing at the Libraries Rock! Block Party at the Hyattsville Branch.

THE WHY, NATIONALLY:

- The creative economy, inclusive of the arts and culture sector, is a critical factor driving economic development in the community.

THE WHY, LOCALLY:

- Our local creative talent need space and entrepreneurial support to realize their goals and benefit from the local economy.
- Many residents are unable to enjoy or access the vibrant local arts scene.

THE SOLUTION:

- Libraries provide creative individuals with the tools, resources, opportunities, and spaces needed to advance their craft and engage with their audiences.
- Connect creatives with the entrepreneurship and financial skills needed to sustain a rewarding career in the arts.

THE HOW:

- Create programs and initiatives that showcase artists' work and allow them to teach community members how to express themselves through the arts.
- Provide opportunities for creatives with access to networking, professional resources, and audiences.

IN THE NEAR FUTURE

- **TEEN ART PROGRAM**
The Teen Artist Amplified Program will guide high school seniors as they prepare for careers in creative fields by providing access to a professional artistic training, while encouraging career exploration, self-reflection, and boosting creative confidence.
- **HYATTSVILLE ART STUDIO**
The new Hyattsville Branch Library will feature an art studio to support creatives and house an artist-in-residence.
- **LOCAL AUTHOR EXPO**
This annual event, launched in 2020, will allow local writers to promote their work, network with other artists, and engage with the community.
- **ART GALLERY SPACES**
Curated gallery spaces in selected branches will promote artists' works throughout the County.



Children painting at the Libraries Rock! Block Party at the Hyattsville Branch.

We develop and promote skills and resources for healthy living.

The role of public libraries as conveners of community organizations and resources is especially important for the promotion of health and wellness. Libraries across the country are at the forefront of mobilizing collaborations with health and social services providers to increase the availability of health screenings, immunizations, social workers, mental health experts, dental care, and healthy food options.

PGCMLS is committed to enhancing equitable access to health and wellness information, programs, and services throughout Prince George's County. This effort is emblematic of the ethos behind all of the Library's strategic work, which aims to serve, anticipate, and respond to the holistic needs of community members. The initiative is essential to the success of all of the Library's strategic initiatives.

The Library will have a tangible impact on the health and wellness of its customers by increasing expanding the types and availability of services and information throughout the County. PGCMLS will provide access to health and wellness resources through connections, programs, and partnerships that enable individuals to practice, manage, and enjoy their individual goals for maintaining a positive quality of life. Beyond core health and wellness services, PGCMLS will identify and implement creative programs that combine engagement with artists and wellness, such as dance fitness and music therapy programs.

"Communities thrive when their members are physically, mentally and socially healthy. For me, a strategic focus on health and wellness demonstrates that our library understands that this issue is essential to the advancement and sustainability of our communities. It shows that we are committed to using our unique skills, services, and resources to encourage healthy living, and are keen to connect people to opportunities in the health and wellness industry."

**— Quemar Rhoden
PGCMLS Team Member**



Library customers getting active at a fitness event.

THE WHY, NATIONALLY:

- Health and wellness are the foundation of a thriving community, affecting economic prosperity, educational achievement, and social cohesion.

THE WHY, LOCALLY:

- The Library can be an essential partner for achieving the County's health and wellness goals.

THE SOLUTION:

- The Library contributes to county efforts to provide information and resources that will help customers make choices that improve their personal wellness.

THE HOW:

- We will expand and develop partnerships and programs to support healthy lifestyle choices, mindfulness, and mental health resiliency.
- We will develop creative opportunities for customers to engage in wellness activities that reflect the local cultural diversity.

IN THE NEAR FUTURE

- **SUMMER MEALS**
PGCMLS will collaborate with Prince George's County Public Schools, to expand access summer meals at the Library for children.
- **SOCIAL WORKER INTERN PROGRAM**
Working with local universities, the Library will employ graduate social work interns to support customers in need of specific social services.
- **COMMUNITY GARDEN**
Staff will establish a community garden that will promote community unity and access to fresh food in areas that limited access to healthy food providers.
- **FREE IMMUNIZATIONS**
Free immunizations will be provided for community members at PGCMLS, removing barriers to important preventive care.
- **DENTAL SCREENINGS**
Free dental screenings are available for children via a mobile dental van parked outside selected library locations in Prince George's County.



Children dancing at Ready 2 Read Storytime at The Waterhole in Mount Rainier.

The Path Forward

With the adoption of this plan in 2020, PGCMLS embraces a path forward that positions the Library as an essential catalyst for community advancement. Library staff, Board of Library Trustees, and community members will expand their capacity as influencers and storytellers. The Library will strengthen the public's trust by being relevant and impactful in the daily life of the community. In the first year of implementation, the staff working group and Board of Library Trustees will partner to establish performance measures that will be used to engage the wider community to reflect on the progress of the strategic framework, which is a living and dynamic document. Ultimately, this work represents the commitment of the Board and staff to demonstrate how vital and powerful PGCMLS can be in the advancement of Prince George's County.



Children working on projects at the Young Women in STEM Fair at the Bowie Branch.

Strengthen Our Culture

IMPLEMENTATION PLAN YEAR ONE

LISTENING, LEARNING, PROTOTYPING, AND PLAYING

- Demonstrate the Library's core values with every customer interaction online and in person.
- Improve staff cultural empathy and awareness.
- Strengthen relationships with community members and key partners.
- Foster the community's trust in the Library.
- Improve the alignment between the community's needs and the Library's services.
- Diversify and develop staff skills, such as project management and social services competencies, in order to support strategic areas of focus.
- Establish a process for evaluating the success of efforts to implement the strategic initiatives.



Loving the library at the Rockin' to Rhythm event at the Laurel Branch.

Elevate Our Brand

IMPLEMENTATION PLAN YEAR TWO

CREATING, COLLABORATING, COMMUNICATING, AND ASSESSING

- Implement of new services and programs aligned with community-identified wants and needs.
- Implement programs based on enhanced staff skills.
- Expand countywide collaborations with key partners, based on the ongoing evaluation of work aligned with the strategic areas of focus.
- Increase staff competencies for evaluating the impact of strategic initiatives and adapting work plans to new opportunities.
- Implement new leadership development program for staff.



Art activity at the South Bowie Branch.

Growing Our Business

IMPLEMENTATION PLAN YEAR THREE

ADVANCING THE COMMUNITY

- Strengthen the community's understanding of the Library's role as a valued asset for all residents.
- Grow staff core competencies to support new initiatives.
- Expand the Library's reach and engagement with the community across all demographic and geographic areas.
- Ensure that facilities, services, assets, resources, and staff skills and talents align with strategic areas of focus.



BrainSTEM: Neuroscience in the Afternoon at the Bowie Branch.

Thank You

Special thanks to the Board of Library Trustees, the Library Leadership Team, and the Staff Working Group for their hard work and dedication to this project. These dedicated staff members analyzed staff and community input, assisted in developing strategic areas of focus, and designed visions for future strategic initiatives. Applying the service design techniques learned during this process, these groups will lead the organization into its dynamic future. Participants represent a diverse cross-section of the entire organization.

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ABOUT THE COVER ART

"Exhale" (2019) by Jay Durrah

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Jay Durrah is a resident of Cheverly, Maryland. His work has been exhibited across the U.S. and internationally, including at the Essence Festival, Prince George's County African American Museum and Cultural Center, and the U.S. Embassy in Rome. He is an alumnus of Howard University.



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PRINCE GEORGE'S COUNTY
MEMORIAL LIBRARY SYSTEM

