

# **Friends of the Library, Montgomery County (FOLMC) Strategic Plan (2025 - 2028)**

## **Vision**

Everyone in the County values, benefits from, and supports Montgomery County Public Libraries.

## **Mission**

To strengthen, promote, and champion Montgomery County Public Libraries (MCPL), for it to better serve the learning interests and needs of the diverse and changing communities of the County, by:

Raising funds to enhance and supplement library programming, equipment, and services.

Increasing public awareness of library resources and connecting local communities with their branch libraries.

Creating volunteer opportunities for County residents to support MCPL.

Engaging with the County's library support community to address the ongoing needs of the library system and advocating for MCPL's budget to the County government.

## **Values**

Education	We facilitate awareness of public library resources for everyone.
Equity	We promote inclusion, access, and fairness for all.
Innovation	We embrace change and evolution of libraries.
Service	We give back to our community.
Integrity	We operate transparently as responsible stewards of public trust.
Advocacy	We are champions for our library system.

## **Goal: Increase Organizational Capacity**

### **Objective: Assess operational capabilities and seek ways to enhance effectiveness and efficiencies.**

Conduct a needs assessment to identify specific gaps and opportunities in IT, accounting, and other systems.  
Implement updates or changes to improve operational effectiveness based on needs assessment.

### **Objective: Foster organizational growth through targeted professional development training and coaching initiatives.**

Identify individual and team skills, gaps, and growth opportunities.  
Develop a professional development action plan, aligning staff needs with organizations goals.

### **Objective: Enhance Board Effectiveness.**

Establish a more effective recruiting and onboarding strategy for new Board Members  
Clarify and define clear roles and expectations of Board Members and implement accountability measures.  
Develop a Leadership Succession Plan that identifies and leverages skills from within the board, staff, and volunteer ranks.

## **Goal: Expand Revenue Capabilities and Results**

### **Objective: Develop and implement strategies to increase support from existing and potential supporters.**

Explore, experiment, and implement innovative and untapped revenue-generating opportunities with the strongest return.  
Enhance engagement strategies to convert those actively involved with us into donors or increase their support.  
Build an inclusive Friends donor community by expanding reach to engage new audiences.

### **Objective: Elevate the visibility, impact, and support of our annual event to enhance community engagement and achieve stronger fundraising outcomes.**

Engage Board Members and volunteers to support event promotion, secure sponsorships, and recruit additional participants and supporters.

## **Goal: Expand Outreach**

### **Objective: Expand the volunteer program to enhance connection and commitment to the organization**

Obtain tools (e.g., a volunteer or donor tracking system) for more effective tracking and monitoring.

Provide additional opportunities to show appreciation and support for volunteers (e.g., events, incentives, awards).

Foster an inclusive environment that welcomes and supports a diverse volunteer base by addressing barriers and creating opportunities for meaningful engagement.

**Objective: Continue to refine communication efforts to build stronger connections, increase visibility, and establish a better understanding of our role and impact within the county.**

Utilize data and information tools to refine and sharpen communication and advocacy efforts.

Strengthen the relationship with the County Public Information Office to ensure supportive and collaborative communication efforts.

Strengthen messaging clarity, align with county strategies, and leverage diverse outreach methods to expand outreach and amplify impact

**Goal: Strengthen our MCPL and Library Board Relationship**

**Objective: Align our communication and advocacy efforts to ensure that leadership, staff, and the Library Board are clear on our role and function.**

Ensure ongoing access and communication with pertinent MCPL departments and staff.

Identify MCPL priorities and develop and implement strategies to address system-wide and branch needs

Collaborate with the Library Board and MCPL to identify and pursue mutually beneficial outreach and advocacy opportunities that educate key stakeholders about our respective roles.