



Marple Library Strategic Plan 2018-2021

Our Mission

To provide a wide range of timely materials, services and technology to enrich the lives of the Marple community.

Marple's Favorite Place

MPL's facility and website attract and delight people of all ages as the most popular and beloved community destination.

- Update and enhance an attractive, safe and comfortable facility.
- Offer a user-friendly website providing service 24/7 and to those who cannot travel to the facility.

Community Connections

MPL is a community hub that fosters connection and cooperation between residents and organizations through its programs, marketing and partnerships.

- Use marketing strategies to make MPL known and valued by all residents as the premier community and lifelong learning center.
- Work with key partners to create meaningful outreach experiences for residents.

Financial Fitness

MPL is a financially stable institution with broad support from the public and private sectors and reserves to meet emergencies and ensure long-term sustainability.

- Strengthen ties and communications with township and other elected officials to continue government support for the library.
- Establish a donor-centered fundraising and development plan that will increase and diversify donations.
- Leverage partnerships that bring equal resources to the table for shared success.

Service Excellence

MPL offers unique services, convenient options, and outstanding customer service that distinguish it in the region.

- Provide exceptional customer service that distinguishes MPL from other nearby libraries.
- Identify and promote library services that are unique or complementary with other regional libraries (Year 2, Library Staff).

For questions, comments or additional information please contact:
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