

Marathon County Public Library Attributes and Outcomes as approved by the Library Board, to be used for strategic planning purposes.

Information Access/Customer Satisfaction

MCPL facilitates access to information, ideas, resources and programs providing free and equitable access to print and electronic materials for all residents meeting the lifelong learning and life enrichment needs of the community.

Technology Capable (from MCPL Attributes)

The library wisely invests in technologies which improve service to its customers and the community while increasing the efficiency of library operations.

Community Needs Awareness (from MCPL Attributes)

Library management and staff are able to readily assess the community's needs and expectations for library services.

Fiscal Management (from MCPL Attributes)

MCPL employs fiscal management policies and practices which result in the organization operating at a cost per unit of service in the lowest quartile as compared to comparable library system organizations, and which are consistent with the expectation of major fiscal stakeholders and meet the requirements of funding sources.

Public Image/Community Relations (from MCPL Attributes)

MCPL is regarded as a resource for personal and professional development by all residents. MCPL has strong, collaborative relationships with other local, regional, state and national organizations to provide the programs that meet the lifelong learning and life enrichment needs of the community. MCPL has a well developed system of advocacy which works to ensure support for its services due to the high value they provide the community.

Library as a Community Center (from MCPL Attributes)

MCPL serves as a community gathering place and forum of activities through which people can share information and ideas.

Learning Environment (from MCPL Attributes)

MCPL offers a safe, clean, comfortable atmosphere staffed by friendly, helpful personnel. It is a welcoming, not-threatening space both physically and electronically.

Organizational Planning, Outcome Prioritization and Monitoring (from MCPL Attributes)

The library's Board annually reviews its vision for success "attributes" making certain they are current and represent the community's desired future for the library. The Board annually provides Administration with outcome priorities while monitoring current performance. Administration sets annual operational outcome goals commensurate with available resources.