

Eastern Shore Regional Library, Inc
FY16 thru FY19
Strategic Plan

The Eastern Shore Regional Library exists to support and promote the public libraries on the Eastern Shore in an effective and efficient manner. To that end, ESRL is dedicated to the following priorities:

Information and Materials Services

- ESRL will maintain the delivery of physical items to each of our member libraries and enhance this service as needed.
- ESRL will strive to provide the most useful online information resources based on the needs of our member libraries' users and the evaluations of our professional experts.
- ESRL will provide special public programming that is accessible to all member libraries and their users.
- ESRL will support our member libraries marketing and public information efforts. This will include printing, graphic design, web-centered marketing, and consultation services at a quality and scale that meets the changing needs of our member libraries.

Advocacy and Public Awareness

- ESRL will support our member libraries' advocacy efforts through:
 - activities at Maryland Library Day, the Summer MACo conference, MLA's Legislative activities and MAPLA's relationship with their contracted lobbyists.
 - the development of annual legislative meetings between Eastern Shore library administrators and state and local legislators.

Technology

- ESRL is committed to providing our member libraries with access to the best technologies available, including:
 - Enterprise-level network hardware and support
 - Enterprise-level software applications for communications and user services
 - Cost effective consortial purchasing options
 - Expert professional consulting on emerging technologies

Training

- ESRL will provide staff development opportunities that address the evolving needs of our member libraries.

Grants

- ESRL will provide grants to our member libraries using criteria from the FY2014 Grants to Libraries Task Force Report
 - Reimbursement for four categories of expenditures: Service Enhancement, Collection Development, Programming and Staff Development.