



STRATEGIC PLAN

Fiscal Years 2026-2030



Public libraries are more essential than ever. They are hubs of knowledge, access and innovation. The Southern Maryland Regional Library Association (SMRLA) is dedicated to supporting and empowering Calvert Library, Charles County Public Library and St. Mary's County Library. Our role is to anticipate challenges, identify opportunities and provide the tools, resources and partnerships that enable the region's public libraries to thrive.

SMRLA worked with Greenway Strategy Group to develop the priorities in this five-year strategic plan. Through this plan, we reaffirm our mission: *The citizens of Calvert, Charles and St. Mary's counties will have equal access to information through the efficient, economic and effective sharing of resources among public libraries and all types of information agencies.*

The priorities in this plan will shape our initiatives, investments and service offerings. We remain focused on ensuring that Southern Maryland's public libraries are equipped to meet the needs of its community — today and into the future.

Our Priority Outcomes

SMRLA partner libraries will see the following benefits:



Increased efficiency



Increased collaboration across the libraries



Growth in staff knowledge and skills, aligned to their library and individual needs



Increased ability to serve the public through:





- Stronger community partnerships and resources
- Resources to meet diverse interests
- Greater consistency, efficiency and accessibility of technology services, including hardware and communication platforms
- Increased public awareness of the value of library programs and services



Broader community engagement



To support our priority outcomes, SMRLA will enhance our work in the following areas:

Strategic Themes	Objectives	Initiatives
<p>Theme A Regional communication and collaboration among SMRLA and its partner libraries</p> 	<ol style="list-style-type: none"> Increase exchange of ideas among partner libraries Strengthen awareness about SMRLA programs and services 	<ol style="list-style-type: none"> Develop a mechanism to surface ideas from partner libraries about effective approaches and lessons learned Investigate and identify regional collaborative pathways Integrate and align regional communication platforms
<p>Theme B Professional development</p> 	<ol style="list-style-type: none"> Continually expand partner library staff knowledge and skills Enhance SMRLA-led professional development 	<ol style="list-style-type: none"> Enhance participant engagement and interactivity during training events to foster a more dynamic and impactful learning experience Create new resources to broaden learning opportunities
<p>Theme C Support for partner libraries</p> 	<ol style="list-style-type: none"> Deepen community knowledge of the value of libraries Enhance services for partner libraries to address their needs Expand common initiatives aligned with partner library interests Expand connections and collaboration with organizations addressing SMRLA and partner library priorities 	<ol style="list-style-type: none"> Explore methods of coordinated marketing to raise awareness of the value of library activities and resources Emphasize community education about libraries to create community advocates for libraries Provide focused and personalized technology support to partner libraries Enhance SMRLA's understanding of partner libraries' needs Launch a signature, collaborative region-wide initiative with partner libraries Coordinate regional outreach to stakeholders Coordinate community networking
<p>Theme D SMRLA capacity</p> 	<ol style="list-style-type: none"> Increase SMRLA technology resources and expertise Build an internal culture that values and includes all perspectives Increase communication and access to information among SMRLA staff 	<ol style="list-style-type: none"> Maintain awareness and knowledge of emerging technologies and leverage as appropriate Incorporate EDI practices into SMRLA culture Develop formal and informal interactions for exchange of internal information Increase staff engagement and foster idea exchange among SMRLA staff Develop best practices to streamline communication methods