

Manassas Park City Library

Strategic Plan

2020-2024



Introduction

The newest city in Virginia welcomes a new library, the educational and cultural center of the city. The City of Manassas Park continues its journey to become the premier community to “live, work and raise a family” that is “safe, socially unified, yet diverse” by designing a modern public library (City of Manassas Park Vision).

In order to provide lifelong learning opportunities for all citizens, the library will focus on creating educational opportunities, connecting with partners and serving the community.

Library Mission

To enrich lives, build community, and foster success by bringing people, information, and ideas together.

Library Vision

To be the welcoming heart of our community where all come to learn, discover, create, and connect.

The Community

City of Manassas Park is a young and bustling city made up of just over 17K residents. The median age is 35, and the community is largely comprised of families (70%). Many of these families speak English, while 32% speak Spanish in the home. 80% of the adult population has earned a high school degree or higher, and 30% have a bachelor’s degree or higher. The senior population accounts for 1,335 citizens. These demographics help shape the services provided by the library.

Strategic Plan

The five year plan will guide the City of Manassas Park Staff and specifically Manassas Park City Library (MPCL) staff as services are established in the community. The plan establishes broad goals and strategies that will ensure success while providing room for agile response to community needs. The three goal areas will set the library on the path to become the heart of the community.

Goal: Educate

MPCL is the center for lifelong learning in the City of Manassas Park.

The goal to educate will be achieved through implementing strategies such as:

- Celebrate reading for all ages throughout the year. Design spaces and services to bring families together to connect with each other in the library around a shared love of reading and learning.
- Provide opportunities for local educators to engage with and use the Library and its resources.
- Design and implement programs for all ages meant to educate and enhance lives of Manassas Park citizens.
- Provide programming and collections focused on school readiness for children and families of Manassas Park.
- Support English language learners to ensure success for all citizens.
- Provide technology and services to support digital literacy.

Goal: Connect

MPCL is the partner of choice for community service organizations and leaders.

The goal to connect will be achieved through implementing strategies such as:

- Establish partnerships with community service organizations and leaders.
- Build on partnerships to take library services to the community as well as bring services in to the library.
- Build awareness of library services through outreach, presentations and an engaging online presence.

Goal: Serve

MPCL is focused on serving the community of Manassas Park.

The goal to serve will be achieved through implementing strategies such as:

- Establish robust collection, both digital and print resources, based on community needs.
- Research and develop appropriate services to meet the needs of the community. Establish policies and procedures to ensure safety, access and comfort of all citizens.
- Support local businesses by coordinating small business services with Chamber of Commerce and City of Manassas Park.
- Prepare staff to respond to community needs while providing the highest level of customer service.