



Strategic Plan
FY2025 - FY2030

Our Library



The Mid-Mississippi Regional Library System (MMRLS) is dedicated to improving the communities we serve. In a rapidly changing world, our libraries continue to be vital hubs of knowledge, culture, and connection. This strategic plan sets forth our vision for the future, outlining key goals and initiatives that will help guide our efforts over the next five years.

Through engaging community-driven programs, evolving collections that reflect our patrons' diverse interests, and enhancing our facilities and technology, we aim to provide exceptional service to the citizens of our communities. This plan was developed with extensive input from our staff, patrons, and community partners, ensuring that it is both responsive to current needs and proactive in addressing future challenges.

As we move forward, MMRLS is committed to fostering community engagement, strengthening communication, and preparing our staff to adapt and innovate. Together, we will continue to build stronger connections, offer enriching experiences, and create welcoming spaces where everyone can thrive.



A handwritten signature of Josh Haidet.

Josh Haidet
MMRLS Executive Director

Our Board



Left to Right: Terry Jones, Attala County, Rhonda Porter, Winston County, Martha Ramzy, Leake County, Lee Branch, Montgomery County, Flora Pilgrim, Holmes County

The Mid-Mississippi Regional Library System Administrative Board of Trustees consists of five members, with one each appointed by the Board of Supervisors from Attala, Holmes, Leake, Montgomery, and Winston Counties.

The board has the supervision, care and custody of all property of the library, exclusive control of the finances of the library system, as well as assuming the other responsibilities delegated to it by Mississippi Law Code.

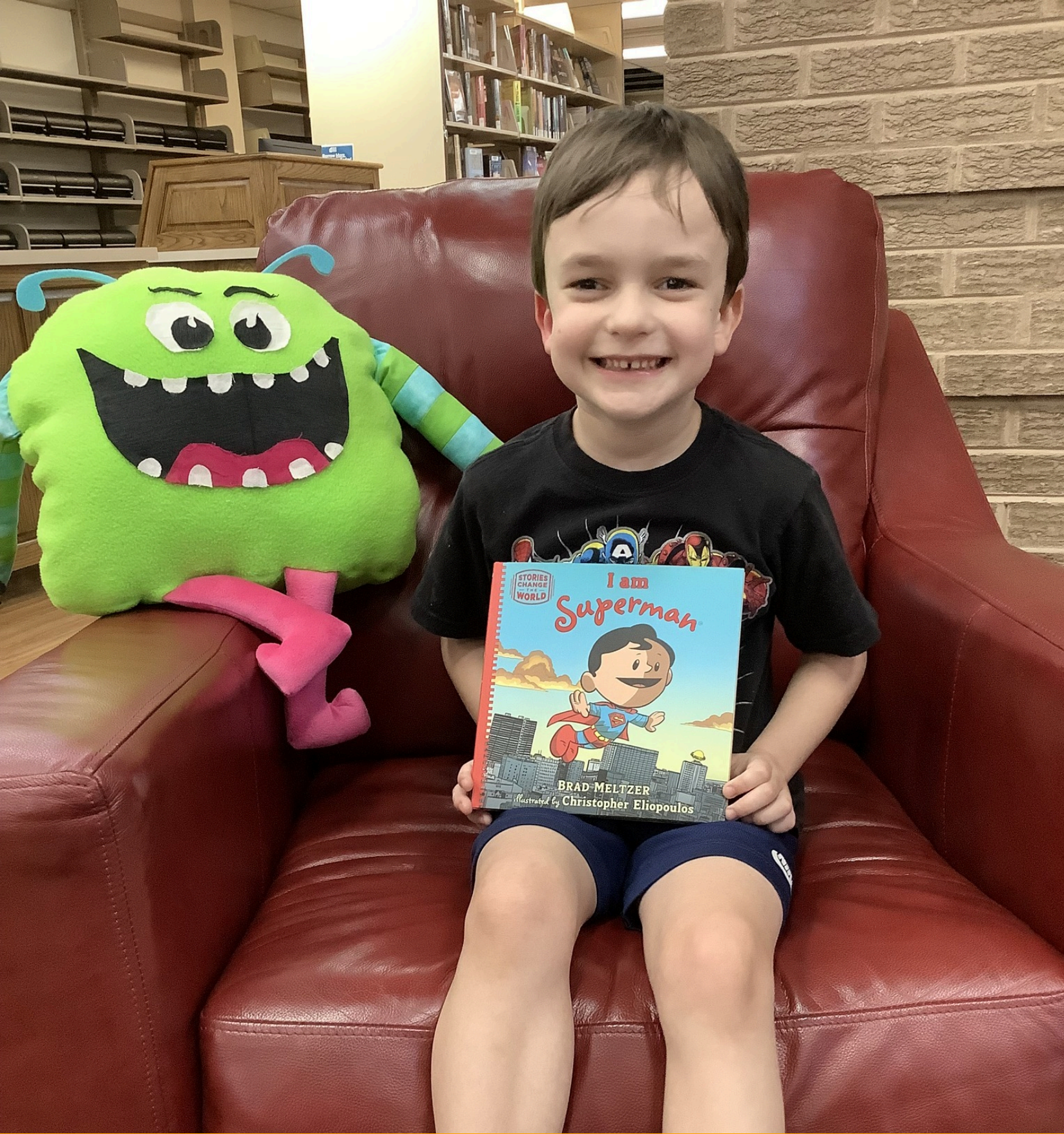
The board is proud to serve the diverse communities of the Mid-Mississippi Regional Library System, committed to upholding high service standards while continually seeking innovative ways to enhance the library experience. They are dedicated to the belief in the transformative power of libraries to improve lives and strengthen communities.

Our Mission



**The Mid-Mississippi
Regional Library System
is dedicated to providing
outstanding customer
service shaped by the
needs of our
communities.**

Our Vision



The Mid-Mississippi Regional Library System believes that information should be free and easily accessible to all who seek it and that libraries are crucial to providing this access.

MMRLS is committed to providing our community with the capability to explore, create, and learn in a safe and inviting environment, guided by a knowledgeable, professional, and courteous staff.

Our Plan



Six Goals

01

Engage our Communities

02

Optimize Customer Communication

03

Deliver Community-Driven Programs and Services

Our Plan



Six Goals

04

Refine and Expand Library Collections

05

Prepare Staff to Adapt and Innovate

06

Improve Library Infrastructure and Enhance Physical Spaces

Goal 1

Engage our Communities

Expand Community Engagement:

- Organize regular events and activities at various community locations, including schools, hospitals, and local businesses.
- Develop targeted outreach programs for underserved populations such as the elderly and minority communities.

Strengthen Community Outreach:

- Increase the presence of the mobile library in rural areas and at community events.
- Develop location and partner specific programs to add to current mobile library services.
- Partner with local organizations, schools, and businesses to create joint programs and initiatives.
- Host library card sign-up drives at offsite high-traffic areas like retail locations, sports events, and community centers.

Build Stronger Relationships with Community Partners:

- Establish and maintain partnerships with local businesses, educational institutions, and community organizations.
- Collaborate on community service projects and educational workshops.
- Regularly seek feedback from partners to ensure mutual goals and community needs are being met.

Goal 2

Optimize Customer Communication

Expand Marketing Strategies to Enhance Communication with Our Patrons and Communities:

- Implement an updated comprehensive marketing and social media plan to increase engagement and awareness.
- Increase use of QR codes on printed materials to direct patrons to online resources and event calendars.
- Enhance the library's newsletter with engaging content, event highlights, and subscriber incentives such as giveaways or early access to events.
- Develop branded templates for consistent promotion of recurring programs and services.
- Use targeted email campaigns to keep patrons informed about new collections, services, and events.
- Get information directly to patrons using text messages, push notifications, and other means.
- Continue to evaluate the MMRLS App for opportunities to expand and improve that service.

Goal 3

Deliver Community-Driven Programs and Services

Continue Building Innovative, Educational, and Fun Programming:

- Incorporate feedback from patrons to create programs that reflect their interests and needs.
- Regularly evaluate and update programs to ensure they remain relevant and engaging.

Develop Accessible Programming:

- Ensure there are programs which are accessible to all community members, including those with disabilities and special needs.
- Provide resources and support for non-English speaking patrons and those with special needs.

Cater to Patron Preferences on a Community Level with All Services and Programming:

- Regularly gather patron feedback on services and programs.
- Customize programs and services to reflect the unique needs and preferences of different communities within the service area.
- Promote programs and services through multiple channels to reach diverse audiences.

Goal 4

Evolve Collections to Better Reflect Patron Interests

Refine and Expand Library Collections to Reflect the Varied Needs and Interests of Patrons

- Regularly update and expand our material collections to include a wide range of genres, especially those identified as underrepresented by patrons.
- Implement a systematic weeding process to ensure the collection remains properly maintained, current and relevant.
- Increase the availability of large print books, e-books, e-audiobooks, and other formats to cater to different reading preferences.
- Include digital offerings in MMRLS online catalog to increase visibility of available titles.
- Use patron feedback and circulation data to guide acquisition decisions and ensure the collection meets community needs.
- Ensure library staff is well informed on what materials are popular at their location to better inform purchasing decisions.

Goal 5

Prepare Staff to Adapt and Innovate

Prepare Our Staff to Adapt to Changing Circumstances and Identify Opportunities for Service and Growth Within the Library and Community:

- Standardize staff onboarding process.
- Provide ongoing training and professional development opportunities focused on new technologies, customer service, and community engagement.
- Foster a culture of continuous improvement and innovation among staff.
- Encourage staff to participate in professional organizations and attend relevant conferences and workshops.
- Develop a mentorship program to support staff in their career growth and development.
- Expand staff training to include perspectives and resources from outside of libraries.

Goal 6

Improve Library Infrastructure and Enhance Physical Spaces

Work with Local Municipalities, Staff, and Communities to Improve, Repair, and Better Maintain Library Buildings and Infrastructure:

- Establish a regular maintenance schedule for all library facilities to ensure they are safe and welcoming.
- Seek funding and grants to support infrastructure improvements and renovations.
- Collaborate with local governments and community groups on capital projects and facility upgrades.

Enhance Physical Spaces Within the Library with a Focus on Safety, Functionality, and Aesthetics:

- Redesign library layouts to create more user-friendly and accessible spaces.
- Update furnishings, technology, and decor to create a modern and inviting atmosphere.
- Implement safety measures to protect patrons and staff, including improved lighting, security systems, and emergency preparedness plans.
- Create designated areas for different activities, such as quiet reading zones, collaborative workspaces, and children's areas.

Administrative Board of Trustees

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Lee Branch, Montgomery County
Martha Ramzy, Leake County

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Carthage



Duck Hill



Durant



Goodman



Kilmichael



Lexington



**MID-MS
REGIONAL
LIBRARY
SYSTEM**



**Mobile
Library**



Pickens



Tchula



**Walnut
Grove**



West



Winona



Winston