Strategic Goals

2026-2031

MAMMEN FAMILY
PUBLIC LIBRARY

Discover the World from Here

ADMINISTRATION

Sustainability

Update Internal Policies and Benefits, including a Paid Leave option for Full-Time Staff, to strengthen employee recruitment, retention, and organizational sustainability

Accessibility

Conduct annual board training on Community Advocacy, and implement a “Library Ambassador” program for patrons as library supporters and advocates in the District

Belonging

Strengthen partnerships with local businesses by offering meeting spaces, promoting the business collection, and participating in Chamber and EDF initiatives



Growth

Install and transition to a key card door entry system and for building access (all exterior doors and interior offices) to ensure security amidst staff, volunteer, and Board changes

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OUTREACH

Sustainability

Purchase a minivan as an additional, and more environmentally friendly, outreach vehicle for homebound and Little Free Library Deliveries, and staff travel needs



Accessibility

Establish a reliable point of contact in the remaining 13 Comal ISD schools in the District's feeder patterns (2-3 per year): offering field trips and library card sign-ups, and participating in school events



Belonging

Double current number of regularly scheduled outreach stops around the district, including homebound deliveries and Pop-Up Libraries

Growth

Hire a Full-Time Outreach Assistant to manage increased scheduling demands



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FACILITIES + TECHNOLOGY

Sustainability

Install Solar Panels in the parking lot for shade cover & energy efficiency, and install an irrigation well on the 143 Bulverde Crossing property to water trees and groundcover

Accessibility

Under the guidance of a landscape architect, interconnect one mile of trails and sidewalks between 131 and 143 Bulverde Crossing properties so patrons can access and enjoy all of the Library grounds

Belonging

Strengthen partnerships with local non-profit organizations (Master Gardeners, Master Naturalists, Native Plant Society, and Scout troops) to share responsibility for maintaining Library grounds



Growth

Purchase land in the northern half of the district (between 311 & 306) as an investment or future construction site



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MARKETING

Sustainability

Increase annual sponsorships from 2-3 organizations annually to 5-10, including annual sponsors for initiatives outside of the Summer Library Program



Accessibility

Bring all digital materials up to date with new laws regarding accessibility standards for the blind and visually impaired: website, calendar, and digital resources on desktops and devices



Belonging

The Marketing will attend recurring library programs annually to take photos, building a photo library for our calendar events, website, and Marketing materials that reflects our actual patrons and attendance

Growth

Expand advertising reach by adding one additional marketing distribution channel per year (digital or direct mail), and contract seasonally (in summer) for photography support

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YOUTH SERVICES

Sustainability

Formalize Teen Volunteer training, creating consistent records of teen volunteer expectations, abilities, and responsibilities to support programming and ongoing library projects



Accessibility

The Youth Services team will offer regular seasonal programs (Polar Express, Trick or Treat) and consistent program cycles (weekly Storytime, monthly after-school clubs) so new families can easily join upcoming programs

Belonging

Conduct a diversity audit of Juvenile and YA materials to ensure materials reflect the District's demographics

Growth

Complete the additional parking loop on 143 Bulverde Crossing property, and break ground on an extended Children's Area on the existing parking area



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ADULT SERVICES

Sustainability

Reallocate 20% of unspent Large Print expenditures to the Adult Collection line item, allowing Librarians to replace and maintain new and updated copies of evergreen titles

Accessibility

The Programming Team (Adults and Makerspace) will offer recurring seasonal beginner or “101” programming, making it easy for new patrons to participate in library activities



Belonging

Conduct a diversity audit of Adult and Large Print materials to ensure materials reflect the District’s demographics

Growth

Expand digital collection by 25% (5% per year), both by investing more money into existing digital collections and by subscribing to additional digital resources that fill collection gaps



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CIRCULATION

Sustainability

Double the number of volunteers trained on circulation staff from 4 to 8 (or more), building a “deep bench” of circulation help for coverage during busy seasons and staff absences



Accessibility

Develop Advocacy training and talking points for all Library Staff, to be held annually at Staff Inservice Day



Belonging

Professionalize the circulation staff and build team rapport by offering a minimum 20 hour work week for all Part-Time employees

Growth

Designate a Circulation Manager to bring policies and procedures up to date, identify gaps, and train new circulation staff members and volunteers

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