

**Eastern Shore Regional Library, Inc.**  
**FY20 thru FY24**  
**Strategic Priorities**

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:

**Over-Arching Priorities**

- ESRL will work with the ESRL Board, Maryland State Library, the Maryland Department of Budget and Management, and local officials to provide ESRL with physical facilities that will maximize ESRL's impact on our member libraries.
- ESRL will continue to explore and engage in region-wide grant opportunities that will enhance the abilities of our member libraries to provide exceptional service to their users.
- ESRL will provide grants to our member libraries using criteria from the FY2014 Grants to Libraries Task Force Report.

**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.

**Advocacy and Public Awareness**

ESRL will support our member libraries' advocacy efforts by -

- Facilitating 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.
- Participating in activities at Maryland Library Legislative Day, the MACo Conference, and collaborating with MAPLA's contracted lobbyists.

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## 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

## Programming & Training

- ESRL will provide staff development opportunities that address the evolving needs of our member libraries.
- ESRL will provide region-wide programming annually, as well as program support for our member libraries' summer reading programs.