

Milford Public Library

Strategic Plan

2017-2021



www.milfordlibrary.info

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Vision

***The First Step on Your Path to Enrichment –
Bringing the World to You***

Mission

***Milford Public Library champions reading and sparks
creativity, discovery, and learning through innovative
services and dynamic programming***

Executive Summary

This Strategic Plan begins a new chapter in the Milford Public Library story. In order to stay relevant in the community, this plan has a heavy focus on marketing the many services of the Library.

As much as the library would like to be “everything for everybody,” it is simply not possible in a world of limited resources. Completing a planning process helps the Library set priorities as to how resources such as staff, collections, technology, facility and funding will be allocated.

The planning process began in full force in July 2016 when local government leaders, local organizational representatives, community members, Board and staff representatives were invited to be a part of the library’s strategic planning process. At several stages during the planning process, Library Staff and Board have also had opportunities for input and approval.

In August, the Library Board of Trustees approved an agreement with Joseph Strauss, of J.E. Strauss Consulting/CPA, to facilitate the three Community Planning Committee (CPC) meetings.

The Library utilized portions of the Public Library Association’s (PLA) Strategic Planning process. The work of the Community Planning Committee (CPC) focused on three major areas:

1. Service Priorities
2. Goals
3. Objectives

MPL’s Service Responses, as identified by the CPC and Staff, are:

1. Satisfy Curiosity: Lifelong Learning
2. Stimulate Imagination: Reading, Viewing, and Listening for Pleasure
3. Visit a Comfortable Place: Physical and Virtual Spaces
4. Create Young Readers: Early Literacy
5. Know Your Community: Community Resources and Services
6. Understand How to Find, Evaluate and Use Information: Information

Fluency

Following the identification of the library's Service Responses, Staff worked on developing Goals, Objectives, and Actions toward those priorities. Ways to measure the success in achieving these important goals were also developed. In order to make this a dynamic plan, responsive to changing community needs, it is possible that actions may be added, deleted, or changed during the life of the plan.

Trends toward efficiency and spending tax dollars wisely remain important to both the Library Board of Trustees and the Library staff. We must continue to evaluate programming opportunities and address changing needs of the community; improve our marketing efforts; and find more ways to collaborate with other business/service providers in our community and with other libraries. We need to reach out more in our community and increase the usage of the library by those who have yet to connect with us.

Excellence must be defined locally

Excellence is possible for both small and large libraries

Excellence is a moving target

From the book, *Strategic Planning for Results*

Communications

GOAL: Area residents will be aware of the services provided by the Library.

Objective: By the end of 2017, all new and renewing members of the library will receive a letter or email detailing library services.

Objective: By the end of 2019, 85% of respondents will indicate on a survey that they are aware of four or more services offered by the Library.

Objective: By the end of 2019, host at least 3 meetings annually of local organizations.

Objective: By the end of 2020, the library will have a presence at 8 planned or scheduled community events annually.

GOAL: Area residents will be able to participate “virtually” in library activities and programs so they can experience the library in both a physical and virtual way.

Objective: By the end of 2018, the library will make available at least 1 mobile hotspot for checkout. Usage statistics to determine need to add additional hotspots.

GOAL: Increase/improve library content and reach on virtual spaces (Website, Social Media, Newspapers, School Media), providing users with valuable and convenient information specific to their age group/areas of interest.

Objective: By the end of 2017, create daily posts including book reviews, YouTube instructional videos, photos and material recommendations.

Objective: Increase reach of library social media by 5% annually.

GOAL: Create channels of discovery (patron/community feedback) in order to create/improve library programs and materials that address patron/community needs.

Objective: By the end of 2018, conduct surveys, with a response rate of at least 30, of library users that physically visit the library and attend programs to determine subjects of interest.

GOAL: Promote library resources through local schools, organizations, and other community outlets, so residents understand the value of information, how to access it, and how the library can facilitate their getting the information they need.

Objective: By the end of 2020, offer 10 scheduled tours, per year, of the library collection to provide overview of available resources to all age groups.

Objective: Establish partnerships with local senior organizations to aid in evaluating and addressing senior information fluency needs in the community by the end of 2018.

Objective: Establish partnerships with local businesses and business organizations to inform them about resources available from the library that are of value to local businesses by 2019.

Objective: Create 10 new resources (i.e. online tutorials, print handouts, workshops) that show patrons, of all ages, how to use library resources and where to find information in library databases by June 2018.

GOAL: Area residents will be aware of services provided by local organizations, so that they can be better informed about opportunities to participate in, and contribute to, the life of the community.

Objective: Before the end of 2020, the library will begin hosting an annual local organization fair (similar to the Preschool Fair) with 10 participants in 2020 and 5 additional participants in each of the next three years.

Objective: By 2021, create and implement processes for collecting and communicating out information about community events, services, and news (a “community bulletin board”).

Objective: By 2018, evaluate need for a library position dedicated to

promoting and informing the community/patrons about library programs, events, and resources so they can better benefit from the library's offerings.

Objective: Implement a text message reminder service for better communication of programs, special activities and parenting tips by June 2017.

Spaces

GOAL: Library users will discover new subjects, authors and performers of interest.

Objective: By the end of 2018, explore and implement a Library space utilization and signage options assessment to improve access (visibility) to the collection.

GOAL: Area residents will have a safe and comfortable place to spend time, at convenient and/or useful times of the day/days of the week.

Objective: By the end of 2018, the library will develop a schedule of open hours that best meets the needs of the Community without undue stress on the budget.

Objective: By the end of 2018, the library will explore and implement more/better options for vending services (soft drinks, water, etc.).

Objective: By 2020, the library will evaluate the need to replace and/or improve seating and lighting options.

Teen Services

GOAL: Provide useful and engaging teen programs so that they understand the usefulness and value of the public library.

Objective: Increase size of Teen Advisory Board annually by 40% by end of 2016-2017 school year. (Example: Start year with 5 active members; grow to 7 by end of school year).

Objective: Increase average teen attendance in specialty programs by 10% (2015-2016 average of 7.75 attendees) by end of 2016-2017 school year.

GOAL: Create a more welcoming teen space in the library to improve their library experience.

Objective: Install additional or lighting fixtures by the end of 2019 that will brighten the teen space, making it easier to read, study, and brighten the overall appearance thereby increasing use of the space (maybe dependent on above library space utilization analysis and resulting changes).

Objective: Increase the number of charging stations, which include USB and AC outlets for patron devices by September 2018.

Objective: By the end of 2020, provide more spacious and aesthetically pleasing study area for sprawling textbooks and laptops than current table and chairs.

GOAL: Teens will learn life skills through library programming.

Objective: By June 2020, participation in teen programming will increase by 30%.

Objective: By June 2020, 40% of teens surveyed will indicate that they learned a new life skill by attending a library program.

Youth Services

GOAL: Provide programming and resources to help inform patrons with specific needs/requests/interests.

Objective: By 2019, offer 3 programs annually for families with special needs kids. Introduce 1 new program in each of the next three years.

Objective: By 2020, offer 4 programs annually to aid Homeschooling families in providing their children with a quality education. Introduce 1 new program in each of the next four years.

Objective: Before the end of 2018, offer 2 programs, annually, to parents and adults seeking parenting and child development information. Introduce 1 new program in each of the next two years.

GOAL: Provide programming, materials and resources that will improve patrons' understanding, implementation, and benefits of early literacy skills and practices.

Objective: Develop a collection of early literacy parenting packs consisting of at least 14 subjects for circulation by December, 2021.

Objective: Increase participation to 400 and percentage of completion of 1000 Books Before Kindergarten by 30% by December 2021. (As of 11/1, 187 registered, 13 completed equals 7% completion).

Objective: Before the end of 2018, increase offsite programming to community partners and day care centers by making 6 visits annually.

Objective: By the end of 2021, circulation of children's materials will increase by 5% annually.

GOAL: Preschool children will enter school ready to learn, read, write and listen.

Objective: By the end of 2021, increase the number of children from birth to age five attending library events by 10% annually.

Adult Services

GOAL: Library users will discover new subjects, authors and performers of interest.

Objective: By the end of 2019, 80% of adult survey respondents will indicate on a survey that they use the library to find something to read, view or listen to for pleasure, of a subject, author or performer that is new to them.

Objective: By the end of 2019, 80% of survey respondents will respond that the assistance they receive when looking for information or asking about a topic of personal interest is very good or excellent.

Objective: By the end of 2019, 80% of survey respondents will respond that staff providing assistance introduced them to an author or resource previously unknown to them.

GOAL: Area Senior residents will have increased opportunities for programming and interaction with others in the community.

Objective: By 2019, there will be a 5% increase in the number of area seniors who attend events and programs.

Objective: By the end of 2020, there will be at least 12 senior targeted programs offered during daytime hours annually.

GOAL: Promote library resources through local schools, organizations, and other community outlets, so residents understand the value of information, how to access it, and how the library can facilitate their getting the information they need.

Objective: By the end of 2018, offer 6 classes, annually, on topics of interest to adults, to increase knowledge of available print and online resources.

Objective: By the end of 2021, circulation of adult materials will increase by 5% annually.

Appendix A – Community Information packet

Appendix B – Summary of the first CPC meeting

Appendix C – Summary of Staff Meeting

Appendix D – Summary of the second CPC meeting

Appendix E – Summary of the third CPC meeting

Appendix F – Chronological List of Goals and Objectives

Appendix G – Library Staff

Appendix H – Board of Trustees