

Grant Area District Library Strategic Plan 2008

Vision

Embrace...Enhance...Enlighten...Empower

Mission: The mission of the Grant Area District Library is to embrace hearts, enhance opportunities, and enlighten minds to empower our community.

GOALS

I. GOAL: BOARD DEVELOPMENT

Increase Board effectiveness, establish direction and set policy with the goal of becoming a more unified, community minded Board to best serve the residents of the Grant Area District Library.

STRATEGIES:

- A. Continue Outside Educational Opportunities for Trustees
 - 1. The Director will keep the board informed of various seminars and workshops that will enhance their ability as trustees.
 - 2. The Director will keep the board informed of the issues facing libraries in the Lakeland Cooperative and Michigan in general.

- B. Expand the Advocacy arm of the Library Board of Trustees.
 - 1. The Trustees will appoint an Ad Hoc committee that will express opinions and concerns on behalf of the library to representatives, legislators, lobbyists and other influential individuals.
 - 2. The Trustees will develop a database of library supporters to advocate the library's position on issues of importance facing libraries on local and State levels.

II. GOAL: LIBRARY COLLECTIONS

The Library will strive to provide materials for all segments and interests of the community.

STRATEGIES:

- A. The Library will investigate the possibility of expanding the downloadable audio book collection.
- B. The Library will consider the purchase of early literacy station for the children's area.
 - 1. Seek grant opportunities for funding ELS in both Spanish and English.
- C. The Youth Services Department will develop story time Activity bags for parents to check out of the library.
 - 1. Seek funding opportunities for activity bags.
 - 2. Explore themes for bags and purchase supplies.
 - 3. Put together materials and catalog bags.

III. GOAL: FACILITY

Maintain the Library as an attractive and functional facility.

STRATEGIES:

- A. The Library will seek to be more environmentally conscious.
 - 1. The Library will recycle all used office paper, junk mail, catalogs and cardboard.
 - 2. Investigate the possibility of generating power for the library using a wind turbine.
 - 3. Seek and secure funding and plans for a rain garden to be developed on the site of the retention pond.
 - 4. Continue efforts to obtain 'Paper Gator' for on site recycling.
 - 5. Explore free membership to Recyclefund.com
- B. Enhance the appearance of the Library with art work.
 - 1. Contact local artists and photographers to gauge the feasibility of displaying their work at the Library.
 - 2. Connect with art teachers at the Middle and High School level about displaying students work on a rotating basis.
 - 3. Consult with NCCS to bring in and display winning scholarship artwork.
- C. Library staff will enhance the library with seasonal and topical displays.
 - 1. The library will budget for the purchase of specialized book display furniture.
 - 2. The library will take advantage of free and inexpensive material to create book displays.

IV. GOAL: FISCAL MANAGEMENT

Maintain the fiscal integrity of the Library, investigate funding sources, solicit support and seek opportunities to enhance the Library's financial position.

STRATEGIES:

- A. Develop an Annual Giving Campaign.
 - 1. The Director and Board secretary will develop a letter to be sent toward the end of the year to patrons and supporters who wish to make a charitable contribution to the library or to the Fremont Area Community Foundation endowment fund.
 - 2. Design and distribute planned giving brochure

- B. Begin to explore the question of a millage increase.
 - 1. Study the results of area millage election results.
 - 2. Define amount to increase current millage rate.
 - 3. Develop Campaign position papers and literature.

- C. Investigate Banking Options
 - 1. Contact other libraries to learn their fiscal strategies.
 - 2. Interview area financial institutions regarding services and rates.

V. GOAL: PROGRAMMING AND OUTREACH

The Library will continue to provide quality programs and services to all residents of the Library district.

STRATEGIES:

- A. Work closely with the schools to ensure mutual support for programs, curriculum and services.
 - 1. Maintain a presence in the schools by scheduling bi- annual visits in September and May.
 - 2. Consult with schools to provide supplemental materials to support the curriculum.

- B. Sponsor author visits
 - 1. Coordinate with schools to sponsor author visits.
 - 2. Write grants for author visits.
 - 3. Investigate local authors and invite them to speak.

- C. Provide programming for the senior population in the community.
 - 1. Host quarterly programs of interest to seniors.
 - 2. Open the Library community room for socialization for seniors.
 - 3. Classic movie and lunch series on a monthly basis.

VI. GOAL: PUBLIC RELATIONS AND MARKETING

Increase awareness of the Library's programs and services in the community.

STRATEGIES:

- A. Keep the Library website up to date.
 - 1. The webmaster will check content of the website on a monthly basis to ensure accuracy of information.
- B. Continue to publicize events and services provided by the library in free sources such as newsletters and bulletins.
- C. Partner with other non profit and faith-based organizations in the community to reach all segments of the population.
 - 1. Develop a database of these organizations.
 - 2. Send information, fliers regarding library programs and services to the organizations.

VII. GOAL: STAFF DEVELOPMENT

Maintain a quality, service oriented staff.

STRATEGIES:

- A. Conduct a review of employee job descriptions and duties.
- B. Implement a system of employee recognition.
 - 1. Consult with other organizations to ascertain how employees are recognized.
- C. Seek to provide adequate compensation of staff for work performed.
 - 1. Solicit salary information from other libraries of like size and income.
 - 2. Work within established budget to compensate employees with percentage increases.

VIII. GOAL: TECHNOLOGY

Provide the residents with fast convenient and reliable access to electronically transmitted resources to meet their personal, professional and educational needs.

STRATEGIES:

- A. Seek to obtain and equip a mobile computer lab in which to hold computer education classes.
 - 1. Determine equipment needed and document prices.
 - 2. Investigate grant opportunities to fund the computer lab.
- B. Complete the community room with equipment needed to improve functionality as a total meeting room.
 - 1. Determine equipment needed and document prices.
 - 2. Post needed equipment on the website wish list.
 - 3. Investigate funding sources for equipment required.
- C. Establish E-Bay account for the sale of library equipment, furniture and books.

IX. GOAL: SERVICES

Provide quality Library services in response to the needs of the Community.

STRATEGIES:

- A. Expand Audio and E-Audio Collections
 - 1. With Goal II Strategy A, the library will seek to expand the number of audio and e-book titles in the collection.
- B. Conduct computer classes for adult users.
 - 1. With Goal VIII, Strategy A, the library to investigate avenues to facilitate computer classes.
 - 2. Book the LLC mobile lab for a series of classes.
 - 3. Use the regular library computers and hold classes during closed hours for a fee.
- C. Respond to patron changing needs for service.
 - 1. Continue to collect comments and suggestions.
 - 2. Take a user satisfaction survey.
 - 3. Poll community room users to make sure their needs are being met.