

Cedar Springs Public Library

Strategic Plan

Introduction

This Strategic Plan for the Cedar Springs Public Library provides a positive opportunity to look into the future, to develop plans, to revise, focus on and improve library services. The Strategic Plan is a living document which will be regularly reviewed to re-access priorities and adjust the goals, objectives and strategies as conditions change. It is the foundation for the continued growth and development of the Library. It is intended to guide the Board of Trustees, Director and staff through the choices that must be made to set a course for the future. It is envisioned that the community will be aware and involved in the future growth of their Library.

Responsibility for each strategic objective will be assigned on an annual basis by the Board.

Culture Standards

These cultural standards are the shared values of which we will be known by within our community and local area. These standards support our mission and vision.

1. Enhance library skills and knowledge of staff, board members and volunteers.
2. Staff, board members and volunteers shall create a welcoming atmosphere by providing a professional, courteous and safe environment.
3. Strategies for development of use of resources will take into consideration its impact on the quality of materials and services offered to our diverse community.
4. Patrons wait no more than 5 minutes to get service assistance

I. Objectives for Updating and Improving the Library's Programs and Services

a. Maintain Current Quality of Services and Programs:

- i. Continue to partner with Solon Township to provide library services and support
- ii. Weekly preschool Story Time from September through July

- iii. Annual First Grade Library Card Drive for local area schools, both public and private, and homeschools in March to celebrate "March is Reading Month";
- iv. Annual Summer Reading Program, including adults
- v. Monthly Book Discussion Club for adults
- vi. Youth Enrichment Programs
- vii. Computers and Technology Services
- viii. Expand our role with other community service organizations

b. Expansion of Services and Programs:

- i. Expand adult services
- ii. Promote the services of the Library for the Blind and Physically Handicapped and develop a service plan to provide materials and reference services for those unable to visit the library
- iii. Expand volunteer opportunities
- iv. Expand our partnerships in the community
- v. Promote proper recycling programs
- vi. Provide meaningful volunteer service opportunities for all ages

c. Expansion of Hours:

- i. The Library has been open the minimum 30 hours required to qualify for State Aid. With the upcoming new library building consideration will be made to expand hours to meet the needs of the community.

d. Increase the Public Relations of the Library:

- i. Increase public awareness of the services and resources offered by the Library and its partners.
- ii. Formulate and approve a public relations plan utilizing QSAC requirements and then annually evaluate its policies and procedures in terms of their effect on the public and the library's public relations efforts
- iii. Use local media to promote Library programs and services; Library events, statistics and events regularly submitted to four area newspapers
- iv. Conduct an in-house survey of users every three years to determine if its hours, services and programs are adequately serving its users (II)
- v. Advertising to inform residents of available Library resources at their fingertips through Lakeland Library Cooperative and

all Library of Michigan-provided databases such as Michigan eLibrary (MeL) (tie into handout)

- vi. Provide a method for patrons to comment on the Library that concerns them.
- vii. Maintain a list of local media and their contact person for easy access.

e. Staff Development:

- i. Ownership of programs outlined in individual job descriptions
- ii. Attending training programs that address library trends and technology
- iii. Maintain certification with Michigan Library Association
- iv. Training of staff in safety related issues

f. Administrative Procedures

- i. Maintain and review a written strategic plan, covering a period no longer than 3 to 5 years (IV)
- ii. Formulate a plan to recognize contributions to the new Library
- iii. Maintain annual statistical report

g. Board Growth and Development

- i. The Board participates in an orientation program, which includes background on the Michigan Open Meetings Act, guidelines for setting agendas, and methods for running meetings.
- ii. The Library gives each new board member a copy of the Michigan Public Library Trustee Manual (www.michigan.gov/librarytrustee) and Cedar Springs Trustee Manual.
- iii. Board members are expected to use their resources and community connections to ensure in the implementation of Library goals.
- iv. Board members are encouraged to participate in at least one continuing education opportunity every year.

II. Objectives to Expand and Enhance Library Resources

a. Facility Improvements:

- i. Upgrading of electrical system to support additional technology.
- ii. Revamping signage of Library.
- iii. Upgrade of furniture.

- iv. Annual Board walk-through in and outside Library to assess its appearance
- v. Development of new library

b. Community Fundraising

- i. Explore grant opportunities
- ii. Partner with Local, County and other community organizations for fundraising opportunities
- iii. Formulate a plan to recognize contributions to the new Library
- iv. Provide ways for local businesses and service organizations to give back to the community through the Library, exchanging publicity and acknowledgment for in-kind gifts and services
- v. Develop funding sources (new library) including corporate donors
- vi. Work with and develop high profile, enthusiastic group of Friends of the Library

c. Technology

- i. Execute Library Technology Plan
- ii. Maintain E-Rate Program
- iii. Enhance Library equipment
- iv. Equipment will be enhanced to support meetings and events
- v. Formulate a technology plan that is reviewed every three (3) years
- vi. Ensuring high speed internet access.
- vii. Ensuring timely internet access during peak usage time.
- viii. Continuous enhancement of the Library's website to meet the needs of the community and the growth of the Library
- ix. The Library offers access to electronic content, including all Library of Michigan-provided databases, such as Michigan eLibrary (MeL), via its website as funds are available.
- x. Special computer technology for those patrons with special needs.

d. Collection and Services

- i. Maintain Collection Development Plan and review Plan annually.
- ii. Networking with other libraries for resources not available for patrons at Library.
- iii. Provide access to a current collection of core reference materials to serve user information needs
- iv. Spend at least 7% of Library expenses on materials

- v. Keep collection up-to-date, with a minimum of 15% of circulating materials acquired within the last five years, and a minimum of 3% of circulating collection weeded every year

III. Other Initiatives

- a. **Networking/Collaboration with the Community**
 - i. Establish Library contact and representation in local community organizations and clubs to identify and meet the service needs of the community
 - ii. Develop Board of Trustee list of affiliated membership in organizations
- b. **Employee Handbook and Policy Manual:** The Director and the Library Board annually evaluate and update the policies and procedures of the Library.
- c. **QSAC Accreditation:** Continue working to complete Level I or "Essential Quality Measures" as outlined by the State of Michigan in their Quality Services Audit Checklist (QSAC). Once that is accomplished, go on to Level II.
- d. **Increased Statistical Data-Keeping:** Better understand the meaning and purpose of statistical data-keeping, what to track and how and when to use it; tracking circulation, patron visits, interlibrary loans and borrowing trends, etc. can give necessary information for planning and evaluating programs and services; to that end, increase, expand and improve our efforts at statistical data-keeping.

IV. Summary

“Continuous improvement, positive, proactive progress towards goals and objectives”...

This is the ultimate challenge of the Cedar Springs Public Library as it moves further into the 21st Century. There will certainly be challenges. For instance, local, state and national governments will, for the foreseeable future, have to continue to struggle through a period of financial crisis. We are committed to meeting those challenges, as well, with a spirit of innovation and creativity.

We will work with our community partners to accomplish the goals set forth in our Strategic Plan, while providing excellent service in an atmosphere that is both warm and welcoming. We will meet the challenges of the future with energy and enthusiasm as we work to reinvent and revitalize the Cedar Springs Public Library as an essential, vital and integral part of our community.

We would like to take this opportunity to acknowledge the support and encouragement of those who have contributed to this Mission and Vision for the future, most notably, the members of the Library Board. We thank them for their dedication to the citizens of this community. We'd also like to thank the City of Cedar Springs, Solon Township, our other community partners, our loyal patrons and our dedicated staff for their contributions in making the Cedar Springs Public Library what it is today. With your continued support, we feel that the vision of this Plan can be realized, providing a place where people can come to enjoy and educate themselves for years to come.