

Cedar Springs



Public Library

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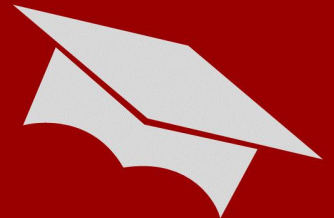
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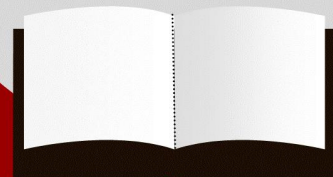


Strategic Plan

Cedar Springs
Public Library

2019 – 2021

PROMOTING LITERACY IN OUR COMMUNITY!



MISSION STATEMENT



The mission of the Cedar Springs Public Library is to provide quality materials and services to educate, inform, teach, and partner with our diverse community in an atmosphere that is welcoming and promotes lifelong learning.

DIRECTOR'S LETTER

Welcome!

The Cedar Springs Public Library is pleased to introduce our new strategic plan. Our impetus for the years ahead will be on improving our technology infrastructure, human resources capacity and services to meet the demands of tomorrow. During the strategic planning process, we visualized the Cedar Springs Public Library of the future. We see our library as a community gathering place where all are welcome and well served in an atmosphere "as warm as our Red Flannels".



As your Library Director, I see the Library and its services and resources as a partnership with you, our stakeholder. You have a voice, an opportunity to participate in the growth and the expansion of your Library's resources, materials and offerings. We are "Partners in Education," and, as such, we value our community and reach out to cultivate meaningful relationships on all levels to enhance communication, collaboration and cost-effective use of our local resources. Each of us is born with a special, individual brilliance; a brilliance to share...and we have a Stage right down the street at 107 N. Main.

Other key areas of focus include securing the funding for various projects; maintaining high quality services and public support during the projects; and continuing to participate with the City of Cedar Springs and Solon Township in the community planning process. As we build for the future, customer-service excellence and satisfaction will continue to be our top priority.

Library staff are standing by to offer you a variety of quality library materials and services in our beautiful new library building. Your Cedar Springs Library Card is your ticket to every public library in the eight counties of Western Michigan as a member of the Lakeland Library Cooperative, and beyond to all libraries in the State via MeL.org. Your Library Staff will show you how simple it is to get a library card so you, too, can walk into a whole new world of books, movies, Wi-Fi, downloadable eBooks, eAudio books, eMagazines, and so much more.

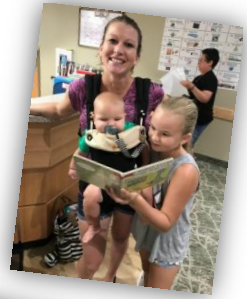
The Library gratefully acknowledges all those who have built the Cedar Springs Public Library into what it is today. Join us as we move forward with confidence and enthusiasm to meet the future. We appreciate your support, collaboration, feedback, and partnership. Our library is a very special place for all ages in our community, which was made possible because of you!

Donna Clark, Library Director

OUR PROGRAMS AND SERVICES

PRINT AND ONLINE RESOURCES

- Reading materials & movies for all ages
- LakeNet, Lakeland Library Coop Online Catalog
- OverDrive eBooks & eAudio books
- RBDigital eBooks & eMagazines & Public Domain eBooks
- MeL eBooks & Research Databases (Mel.org)
- Melcat Statewide Catalog
- Partnerships with KDL, GR, & 55 other libraries in W. MI



CHILDREN, TEEN, AND ADULT PROGRAMMING

- Early Literacy from 0-5/weekly:
Baby, Toddler & PreK Story Times
- 1,000 Books Before Kindergarten
- Mission: Read – K-3rd grades:
Support for 3rd grade literacy requirements
- Quarterly PJ Movie Nights
- Annual First Grade Library Card Roundup
- Tweens/Teens – a variety of programs, such as
Teen Hangout, Nailed It!, Photography, etc.
- Grand Rapids Children's Museum Passes
- Annual Summer Reading Programs for all ages
- Adults – a variety of programs, including a:
Book Club, Writer's Group, Quilting Maker Space, DIY Classes
- Volunteer Opportunities for all ages



COMPUTER SERVICES AND TECHNOLOGY

- Computer stations for easy access
- Public laptops
- Free Wi-Fi
- Blind and/or Physically Handicapped:
Solo Electronic Scanner/Reader, Hand-Held Magnifiers, EZ Color Magnifier, ZoomText Software
- Professional Office Resources: Copy, Fax, Scan & Print
- Community Room or Classroom - Rent with wireless projector & screen



LIBRARY COLLECTIONS & RESOURCES

Short-Term:

1. Provide a selection of materials and resources to support State reading proficiency requirements by the end of third grade. *(Shared goal with Programming & Outreach and Public Relations)*
2. Increase library print collections for all ages and ethnic backgrounds, including large print, best sellers, foreign language materials, etc. *(Shared goal with Finance & Budgeting)*
3. Increase library audio and video resources for all ages.
4. Provide training and advertising to better utilize the vision/hearing equipment provided by the Cedar Springs Lions Club.

Long-Term:

1. Add technology devices that could be checked out to patrons, e.g. kindles, handheld tablets. *(Shared goal with Finance & Budgeting)*
2. Provide a self-checkout station.
3. Provide a digital and interactive whiteboard in the Community Room and Classroom to more efficiently serve the needs of the Library and the community.

Ongoing:

1. Provide a diverse collection of materials in all formats that provide education and enjoyment for all age groups and ethnic backgrounds in our community from birth to senior citizens.
2. Improve and maintain library services and resources using best practices.



PROGRAMMING & OUTREACH



Short-Term:

1. Increase literacy by participating in Mission: READ!, which will help children learn to love reading and meet the Read-by-Grade-Three requirements.
2. Offer computer technology courses for seniors. (Shared with HR)
3. Coordinate with local schools to provide late study hours for students prior to exams—EXAM CRAM.
4. Provide programs for students in the area of STEAM, Robotics, and Technology.

Long-Term:

1. Partner with various organizations to support adult literacy throughout the Cedar Springs Community.
2. Host various groups in the library to provide information about library services.

Ongoing:

1. Provide a vast assortment of programs for all ages, everything from hobbies, author events, how-to-classes, gaming, open mic, etc. offered at various times of the day and evening.
2. Bring in authors to hold book talks for all ages, as well as other creative, gifted, inspiring people within our community and beyond to present programs.
3. Enlist the help of volunteers of all ages to mentor, share expertise, present programs, assist with library programs and various tasks, including outreach.
4. Provide online presence and ease of obtaining information about the library and the programs we offer. (Shared goal with Operations and PR & Marketing)
5. Continue outreach to local school officials/teachers, homeschooling families, providing library information at school events, open houses, literacy camps, etc.



PUBLIC RELATIONS & MARKETING

Short-Term:

1. Update and modernize CSPL Website to reflect programs and opportunities available to the community and the information desired by patrons.
2. Seek funds to install a digital sign to advertise upcoming events, library highlights, and hours of operation. *(Shared goal with Finance and Budgeting)*
3. Create library newsletter/flyer for patrons, schools, businesses, and community.
4. Participate in the Kent County Reading Initiative: MISSION READ and provide additional early childhood reading programs to increase literacy and help students read by the end of 3rd grade. *(Shared with Programming & Outreach)*



Long-Term:

1. Host various groups in the library to provide information about library services, including, assisted living homes, schools, families, seniors, etc.
2. Inform community about the Friends of the Library and increase the number of participants.
3. Provide “How-To” publications, in pamphlet form and on the Library’s website, to teach patrons how to use library-shared services available through the Library’s joint membership within the Lakeland Library Cooperative and within the State of Michigan via MeL. These services would include putting books on hold, downloading eMagazines, eBooks and eAudiobooks.

Ongoing:

1. Partner with local schools throughout the year to promote programs that are happening at the library and to provide and promote services needed for children in our community.
2. Provide online presence through the website about the library and the programs we offer through CSPL Website and Social Media. *(Shared goal with Operations)*
3. Survey the Cedar Springs Community on a regular basis to receive feedback in order to provide continuous improvement. *(Shared goal with Operations)*

HUMAN RESOURCES



Short-Term:

1. Increase operational hours & staff coverage—later in the day, evening, and Saturday hours. *(Shared goal with Finance & Budgeting and Operations)*
2. Complete a review to hire and/or adjust staffing requirements to cover extended hours and program requirements. *(Shared goal with Programming & Outreach)*
3. Provide professional development for staff to increase knowledge in technology, safety & security measures, and library programming.
4. Create a program that allows NHS students to volunteer for library programs and operational areas needed to obtain community service hours.

Long-Term:

1. Hire an Assistant Library Director with a preferred background in Library Science & Programming, Education, and Business. *(Shared goal with Finance & Budgeting)*
2. Create an internship or volunteer program for high school or college students who may have an interest in studying library science or education. *(Shared goal with Finance & Budgeting)*

Ongoing:

1. Create a system of on-going professional develop for staff to stay current on safety and security measures; including, first aid, CPR, AED, security, etc. *(Shared goal with Finance & Budgeting and Operations)*
2. Recruit community resources for library programming, either fiscally or with volunteers. *(Shared goal with Finance & Budgeting and Operations)*
3. Recruit staff and volunteers who are trained and have skill-sets in Library Science, Technology, Early Childhood, STEAM, Robotics, and more.
4. Study and implement a competitive salary scale and benefit package for staff. *(Shared goal with Finance & Budgeting)*

OPERATIONS



Short-Term:

1. Increase operational hours & staff coverage—later in the day, evening, and Saturday hours. *(Shared goal with HR and Finance)*
2. Increase safety and security measures and provide training for staff; including, first aid, CPR, AED, security, etc. *(Shared goal with HR and Finance & Budgeting)*
3. Install digital sign to advertise upcoming events, library highlights, and hours of operation. *(Shared with PR & Marketing and Finance & Budgeting)*
4. Provide technology in the classroom and community that allows presenters/clients to project to a large screen, have wireless access, and use sound.
5. Increase online presence and ease of obtaining information about the library and the programs we offer. *(Shared goal with Programming & Outreach and PR & Marketing)*

Long-Term:

1. Increase parking and reserved parking for the library patrons.

Ongoing:

1. Recruit community resources for library programming, either fiscally or with volunteers. *(Shared goal with HR and Finance)*
2. Survey the Cedar Springs Community on a regular basis to receive feedback in order to provide continuous improvement. *(Shared goal with PR & Marketing)*
3. Study and implement license agreements for automatic technology updates as technology changes, including wireless access points, required bandwidth, and security measures.
4. Study and implement a plan to replace and increase technology hardware and additional resources on a rotating basis. *(Shared goal with Finance & Budgeting)*
5. Provide a top-notch library for our patrons that meet the needs of our community and provides a comfortable learning atmosphere for all ages.

FINANCE & BUDGETING



Short-Term:

1. Increase operational hours & staff coverage—later in the day, evening, and Saturday hours. *(Shared goal with HR and Operations)*
2. Increase library print collection, including large print and on-line resources. *(Shared goal with Library Resources & Collections)*
3. Seek funds to install a digital sign to advertise upcoming events, library highlights, and hours of operation. *(Shared goal with Operations and Public Relations & Marketing)*
4. Designate funds to increase safety and security measures and provide training for staff; including, first aid, CPR, AED, security, etc. *(Shared goal with HR and Operations)*
5. Seek funds to purchase an AED machine.

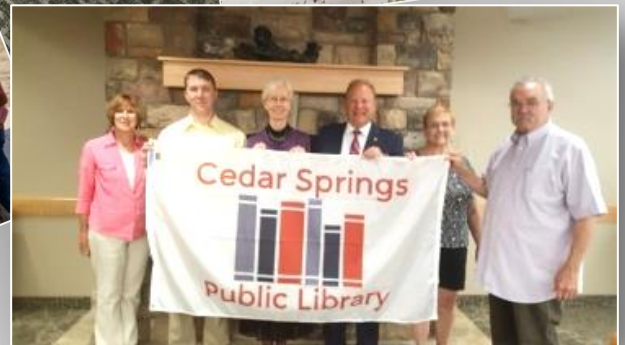
Long-Term:

1. Create a long-term plan for financing technology needs, including hardware, software, and technology resources.
2. Increase the number of technology devices that could be checked out to patrons. *(Shared goal with Library Resources & Collections)*
3. Hire an Assistant Library Director with a preferred background in Library Science & Programming, Education, and Business. *(Shared goal with HR)*
4. Create an internship or volunteer program for high school or college students who may have an interest in studying library science or education. *(Shared goal with HR)*
5. Provide opportunity to purchase beverages and snacks as a way to increase revenue and provide a comfortable learning environment for patrons.

Ongoing:

1. Seek revenue and resources through community partnerships, grants, fundraising, and donations of materials or time to increase general operating budget.
2. Increase community resources for library programming, either fiscally or with volunteers. *(Shared goal with HR and Operations)*
3. Study and implement a competitive salary scale and benefit package for staff. *(Shared goal with HR)*





THANKING OUR COMMUNITY

On behalf of the Library Board, we would like to thank our CSPL Community Focus Group for their feedback and ideas to build a strong Strategic Plan. We chose our goals based on your feedback in order to support the needs of the Cedar Springs Community. We appreciate your time, commitment and dedication to make a difference for others and, as always, supporting the Library!

The Library gratefully acknowledges the CBDT, our community, and local businesses who have helped to build the Cedar Springs Public Library into what it is today. Join us as we move forward with confidence and enthusiasm to meet the future together!

THANK YOU FOR YOUR GENEROSITY AND SUPPORT OF THE CEDAR SPRINGS PUBLIC LIBRARY!

LIBRARY DIRECTOR AND BOARD

LIBRARY DIRECTOR:

Donna Clark

LIBRARY BOARD:

Chair:

Vice Chair:

Secretary:

Treasurer:

Trustee:

Bob Ellick

Paul Stark

Tony Owen

Becky Powell

Vicky Babcock

Louise King

Lissa Weidenfeller



CONTACT US

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DONATE TO YOUR COMMUNITY LIBRARY

Tax dollars only pay a portion of CSPL's expenses. Support from community members and businesses help fund our collection, provide innovative children and adult programs, and ensure that the library is around for generations to come!

THANK YOU FOR YOUR SUPPORT!

Donations can be made directly at the library or by mail. Donors will receive a donation receipt for tax purposes.