

## TECUMSEH DISTRICT LIBRARY

### STRATEGIC PLAN

#### VISION

*The Tecumseh District Library will be a welcoming, dynamic resource accessible to all, encouraging lifelong learning, exploration, interaction, creativity, and enjoyment.*

#### MISSION

*The Tecumseh District Library provides quality services in an open venue through access to ideas, information, experiences, and materials that support and enrich peoples' lives.*

#### CORE VALUES

##### *The Tecumseh District Library*

- Is a bridge between the haves and have-nots for information
- Serves the public
- Provides enjoyment
- Regards patron satisfaction as essential
- Exists for the community
- Provides access
- Supports education and lifelong learning
- Is an advocate for patrons
- Exhibits good stewardship
- Provides excellent customer service
- Is a welcoming place
- Provides outreach services
- Supports intellectual freedom
- Collaborates and partners with others
- Is future-focused
- Exhibits professionalism
- Supports preservation
- Exists for the public good
- Is trustworthy

## GOALS AND STRATEGIES

### BUILDING: PROVIDE A WELCOMING ENVIRONMENT WHICH MEETS THE NEEDS OF THE COMMUNITY

#### STRATEGIES:

- Board will review and approve the proposed plan for lower level renovation by September 30, 2014
  - Renovate lower level within three years
  - Update outdoor lighting by year's end
  - Seek funding for lower level egress
  - Clean, maintain and replace items on the main level on an ongoing basis
  - Staff will provide suggestions to address the need for additional parking within 60 days
- ❖ *What Does This Mean For Our Patrons?*
- *A future Tecumseh District Library that changes to meet community needs*
  - *A Tecumseh District Library that has a functional, pleasing, usable lower level*
  - *Enhancement of the outdoor area of the Library*

### COLLABORATION: PARTNER WITH ORGANIZATIONS TO OFFER AND ENHANCE SERVICES AND PROGRAMS

#### STRATEGIES:

- Investigate collaboration with area groups (i.e., Lions Club / Disability Connections) to evaluate needs for the disabled by January 2015
  - Investigate increasing children's outreach with an additional staff person by September 1, 2014
  - Identify two ways that the library can work with the schools to promote their reading programs during the 2014-2015 school year
  - Evaluate eliminated services for renewal (i.e., outreach)
  - Identify local businesses willing to collaborate with the library during the 2014-2015 fiscal year
- ❖ *What Does This Mean For Our Patrons?*
- *Involvement of community talents and assets*
  - *Partnership with community organizations, businesses, and schools*
  - *Attention to the needs of the disabled living in the Tecumseh District Library service area*

### COLLECTIONS: PROVIDE AN EVER-EVOLVING, DIVERSE COLLECTION THAT INCLUDES MULTIPLE FORMATS

#### STRATEGIES:

- Do a spot survey of areas of the collection to see if people are finding what they need

- Expand e-books capability by 10% over the duration of the strategic plan
- Conduct an annual survey, soliciting patron input, concerning collections content
- Establish a budget to expand the large print collection for 2014-2015
- Investigate ways to increase copies of popular titles

❖ *What Does This Mean For Our Patrons?*

- *The Library will provide more of the materials patrons want*
- *The number of e-book and large print resources will increase*
- *A rich, diverse collection of resources in a variety of formats*

**FUNDING: ASSURE DIVERSIFIED FUNDING NECESSARY TO MEET CURRENT AND FUTURE LIBRARY NEEDS**

**STRATEGIES:**

- Monitor monthly pertinent legislation to protect library funding sources
- Seek and secure additional funding sources (grants, etc.) to augment yearly budget
- Write four grants during the next fiscal year
- Establish “naming” policy for areas in the library
- Establish major donor solicitation and recognition protocol
- Contact Douglas K. by 2015 to proceed with plan for donor recognition

❖ *What Does This Mean For Our Patrons?*

- *Assurance of responsible management of Tecumseh District Library tax dollars*
- *Investigation of diverse methods to develop additional revenue*
- *Opportunities for community investment in the Library*

**LOCAL HISTORY: PROVIDE ACCESS AND INCREASE AWARENESS OF MATERIALS THAT HIGHLIGHT LOCAL HISTORY**

**STRATEGIES:**

- Explore collaboration with city government to obtain cemetery database records
- Market new additions to the collection via various outlets in a timely manner
- Schedule a presentation to the Board by Chuck Harpst
- Investigate ways to raise awareness of resources outside of the Tecumseh District Library
- Schedule twelve (12) presentations over the life of the strategic plan promoting and advertising the local history collection
- Provide financial resources for the historical collection in next budget (i.e., 60-90 days)

❖ *What Does This Mean For Our Patrons?*

- *Increased awareness of the Library’s local history resources*
- *Access to special collections of materials unique to the Tecumseh community*
- *Access to an important city database for interested researchers*

**PROGRAMS: OFFER A VARIETY OF PROGRAMS THAT REFLECT THE INTERESTS OF THE COMMUNITY**

**STRATEGIES:**

- Develop an annual list of hands-on interactive (how to) programs supported by the collection and the community
  - Add one (1) program per quarter for children 0-5 years of age
  - Increase instructional programs aimed at the 20-50 year-old age group during 2014-2015
  - Provide two (2) multi-age programs before June 30, 2015
  - Investigate holding programs on different days and times by December 2014
  - Work with Friends of TDL for assistance developing programs and ideas on an ongoing basis
  - Develop a vehicle for community input for program ideas by December 2014
- ❖ *What Does This Mean For Our Patrons?*
- *Additional programming at the Tecumseh District Library*
  - *Options for community participation in program development*
  - *Programming designed to meet community interests*

**PUBLIC RELATIONS: RAISE AWARENESS, EXCITEMENT, AND SUPPORT FOR THE LIBRARY**

**STRATEGIES:**

- Reinstate monthly column in the *Herald*
  - Identify 3-5 new avenues for promoting library programs and services during the next fiscal year
  - Increase TDL awareness at established community events
  - Promote collection with additional materials recommendations and reviews
  - Identify and recruit potential Board members by July 1, 2014
  - Investigate other organizations for mutual website linking by year-end
  - Evaluate current signage and investigate electronic options by year's end
  - Investigate the idea of reclassification in "Popular Collection" style
- ❖ *What Does This Mean For Our Patrons?*
- *Additional venues for learning what is happening at the Library*
  - *Involvement of the Library in community events*
  - *Encouragement of community members to be Library Board members*
  - *Increased visibility for the Library*

**STAFF: CREATE A SUPPORTIVE ORGANIZATION THROUGH RECRUITMENT, DEVELOPMENT, AND RETENTION**

**STRATEGIES:**

- Investigate salaries, benefits, and wages in libraries with comparable budgets by September 1, 2014 .
- Provide funding on a rotating basis to send staff to training opportunities in the next budget cycle
- Staff and Board will annually attend a continuing education opportunity
- Annually make a list of possible Trustee candidates
- Provide funding annually for training all staff
- Investigate hosting an annual “meet and greet” the Board for the Public, VIPs, Friends of TDL
- Provide an annual “Staff Development Day”

❖ *What Does This Mean For Our Patrons?*

- *A well-trained and knowledgeable Library staff*
- *A staff that provides trustworthy information and customer-friendly services*
- *A staff and Board that stays abreast of current library practices and that uses that information for improving Tecumseh District Library services*

**TECHNOLOGY: PROVIDE ACCESS TO TECHNOLOGY SUITABLE TO MEET THE NEEDS OF THE COMMUNITY AND STAFF**

**STRATEGIES:**

- Technology Committee will report quarterly to the Board on new developments and needs
- Investigate software / hardware to enhance library experience for the visually impaired by the end of the 2014 year
- Develop a three-year plan for hardware / software use in the Children’s Department by the end of 2014
- Purchase and implement the self-checkout system within eighteen (18) months
- Develop a plan for rotating replacement of computers
- Explore lending of computers / laptops (60 day program)

❖ *What Does This Mean For Our Patrons?*

- *A Library that offers internet connectivity and the required hardware and software for all Library patrons*
- *An educated staff that is skilled in providing technology assistance*
- *A Library that is up-to-date in technology developments*