

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*