



Ruth Hughes Memorial District Library Strategic Plan 2011-2015

Mission Statement:

The primary mission and purpose of the Ruth Hughes Memorial District Library is to promote, advocate, and consistently work to achieve the highest level of library service to the surrounding area and all of its residents.

The role of the library is:

- To be a formal education support center;
- To be a popular materials library;
- To be a reference and research center library;
- To be a community information and activities center;
- To be the door to learning for children.

There are eight goal areas where the Ruth Hughes Memorial District Library will dedicate its focus for this strategic plan: Finances, Community Activities, Policies and Procedures, Public Relations, Physical Space, Staff, Patron Services, and Technology.

Finances – The Ruth Hughes Memorial District Library will be a responsible steward of its financial resources and will seek additional sources of funding.

Objective: The library will maintain a stable fund balance.

Action: Designate funds according to Governmental Accounting Standards Board (GASB) rule 54.

Action: Investigate options to use fund balance for capital projects.

Action: Talk with financial planner about investments

Objective: The library will seek up to three sources of funding other than its tax levy.

Action: Seek grant opportunities.

Action: Seek local sources of support.

Action: Continue to develop its relationship with the Friends of the Ruth Hughes Memorial District Library.

Objective: The library will pass a millage when the current millage expires in 2013.

Action: Work with citizens' committee for support

Action: Compile facts and data in support of millage.

Action: Meet with governmental agencies and community associations to gain support.

Community Activities – The Ruth Hughes Memorial District Library will work with other local organizations to enhance the lives of those citizens in the community.

Objective: The library will form partnerships with other community organizations.

- Action: Maintain a list of non-profit organizations at a city, township, and county level. This list will have contact information.
- Action: Post this information on the web site.
- Action: Sponsor at least one program per year with one of the organizations on the list.

Objective: The library will participate in community activities.

- Action: Participate in at least one community activity per year. Examples include Blueberry Festival, Homecoming Parade, Spring Expo, etc.
- Action: Post information about upcoming events on the library's web site.

Objective: The library will work with local educational organizations.

- Action: Visit school to advertise Summer Reading Program
- Action: Maintain a Teacher's Card so teachers from outside of the library's service area can get check out library resources at no cost.
- Action: Encourage local teachers to give the library information about upcoming assignments so the library can have current materials for students.
- Action: Meet with school staff to promote library activities.

Objective: The library will maintain and support the efforts of the Friends of the Library.

- Action: One library staff member will attend meetings of the Friends group.
- Action: Take in funds for the Friends' book sales (ongoing and scheduled).
- Action: Maintain a space on the web site for the Friends.

Objective: The library will reach out to the community and strive to meet its needs

- Action: Get input from community leaders regarding needs for underserved members of the community.

Policies and Procedures – The Ruth Hughes Memorial District Library recognizes the need for policies and procedures in order to maintain a well-run organization.

Objective: The library will maintain a strategic plan to provide a clear vision of the library's goals for the future.

Action: Post this strategic plan on the web site.

Action: Review the plan annually to ensure the library is on track with stated goals.

Objective: The library will have a personnel manual.

Action: Provide a copy of the relevant sections of the personnel manual to each new staff member and will review these sections with the employee annually (Director).

Action: Review the manual annually and bring any proposed changes to the board (Director).

Objective: The library will have a dedicated and involved Board of Trustees.

Action: Have a Board Member Manual with relevant information about the library's guidelines, cooperative membership, etc.

Action: Have a continuing education program once per year.

Objective: The library will have a Policies and Procedures manual.

Action: Will contain the library's by-laws and procedures.

Action: Will review all policies on a biennial basis.

Public Relations – The Ruth Hughes Memorial District Library will broadcast the library’s goals and accomplishments to the community.

Objective: The library staff will engage in ongoing efforts to promote the library and its programs and services.

- Action: Have front-line staff interact with patrons to increase awareness of upcoming programs
- Action: Promote library services to local community groups and businesses.
- Action: Implement marketing standards where appropriate

Objective: The library will maintain its presence through a variety of media.

- Action: Have a modern and well-designed web site that is regularly updated with library news.
- Action: Have a profile on Facebook and other social networking sites.
- Action: Promote activities through local print and radio.

Objective: The library will produce informational materials for the public

- Action: Review annually the brochure for new patrons listing library services and contact information.
- Action: Produce a quarterly newsletter for distribution throughout the year.

Objective: The library will solicit feedback from its users, the community, and its municipalities.

- Action: Keep the document “Tell Us Your Library Story” available for patrons to use.
- Action: Respond within 10 business days to patron comments, where warranted.
- Action: Conduct a survey of library users every three years to ensure the library is meeting community needs.

Objective: The library will achieve the QSAC Enhanced Level from the Library of Michigan.

- Action: Review the necessary steps to achieve this level.
- Action: Set new policies where necessary.

Physical Space – The Ruth Hughes Memorial District Library will maintain clean, safe, and welcoming locations for the public.

Objective: Plan for facilities maintenance of the Imlay City branch.

Action: Full-time staff will engage in quarterly safety review of the building.

Action: Fix drinking fountain.

Action: Contract to have walls painted where necessary.

Action: Set up a regular carpet cleaning plan.

Action: Review current maintenance contracts (pest removal, cleaning, lawn maintenance, etc.) to ensure library is still satisfied with service

Action: Contract with a plumber to discover the problem with the drain in the director's office.

Action: Review parking lot for necessary maintenance and/or repair.

Action: Replace children's area shelves with newer, wider shelves.

Objective: Plan for the facilities maintenance of the Attica branch

Action: Work with Attica Township offices every other year to review facilities and discuss any necessary improvements.

Action: Replace children's area shelves with newer, wider shelves.

Action: Purchase improved signs for the shelves and building.

Objective: Review branches' floor plans, fixtures, and furniture, and consider modifications

Action: Transform the Reference Area at the Imlay City branch into a comfortable seating area.

Action: Replace tables and chairs where appropriate.

Action: Replace shabby posters.

Action: Replace the circulation desk with more modern, more efficient design.

Action: Replace all light bulbs with energy-efficient bulbs

Action: Purchase movable screen for privacy during classes

Action: Contract for a new outdoor sign for the Imlay City branch

Action: Plan for an outdoor seating area at the Attica branch

Action: Plan for a Children's Garden at the Imlay City branch

Objective: Obtain surrounding properties for the purpose of expansion.

Action: Be aware of real estate options for parking appropriate for this purpose

Action: Be aware of opportunities to increase square footage at either branch

Staff – The Ruth Hughes Memorial District Library will be a professional and positive place to work.

Objective: Staff will have opportunities for continuing education and networking

Action: Provide in-service training for adult staff

Action: Encourage full-time staff to engage in 3-6 hours of continuing education training per year

Action: Provide a continuing education line item in the budget for full-time staff

Action: Provide membership in the Michigan Library Association to state-certified staff

Action: Offer opportunities to be active members in local service organizations as a library representative

Objective: Staff will receive guidance from administration on duties and responsibilities

Action: Review the library's personnel manual with the Library Board every three years

Action: Offer a formal and organized training process for new hires

Action: Create a staff training manual

Action: Meet with full-time staff monthly to discuss library goals and activities

Action: Organize a volunteer group with a staff member as the head

Action: Create a volunteer training manual

Action: Staff receives annual performance reviews from Director

Action: Director receives annual performance review from Board

Action: Conduct training to ensure all staff are performing routine tasks consistently

Patron Services – The Ruth Hughes Memorial District Library will be a valued and trusted resource to its patrons.

Objective: The library will offer friendly and efficient customer service

- Action: Each patron will be greeted when arriving
- Action: Telephone calls will be answered by the third ring
- Action: Offer to help patrons rather than wait to be asked for aid
- Action: Maintain patron privacy and confidentiality
- Action: Create a welcoming environment by making eye contact, smiling, and behaving pleasantly
- Action: Educate staff to assess patrons' needs

Objective: The library will provide a well-balanced collection.

- Action: Establish the Attica branch as a popular materials branch
- Action: Evaluate and update the collection development policy with Board, Administration, and Staff
- Action: Evaluate the genealogical collection
- Action: Review usage statistics and demographics to ensure both branches are serving patrons well
- Action: Continue collection development process of needs assessment, selection, processing, and weeding

Objective: The library will provide and promote educational and recreational programming.

- Action: Provide computer training on various topics
- Action: Provide informational programs for patrons of all ages
- Action: Evaluate and refine the Summer Reading Program
- Action: Investigate possibilities for older elementary programming
- Action: Investigate possibilities for teen programming
- Action: Plan programs 6 – 12 months in advance

Objective: The library will have informative and engaging displays.

- Action: Plan displays six months in advance
- Action: Create a document noting display locations
- Action: Investigate options for movable displays
- Action: Seek collections from community members for display

Objective: The library will provide and promote facilities for public use.

- Action: Provide a downstairs meeting room
- Action: Provide quiet study rooms
- Action: Provide computer access
- Action: Provide fax, copy, and printing services

Technology – The Ruth Hughes Memorial District Library will have a modern, appropriate technological setup.

Objective: Maintain up-to-date computer technology.

Action: Create a rotating replacement list of computers.

Action: Contract with an appropriate company or organization for repair and maintenance of computers and networks.

Action: Review existing state-approved technology plan and update appropriately.

Action: Offer high-speed internet access at both library branches.

Action: Review options for hiring an organization to do computer maintenance and repair.

Objective: Install a wireless network at the Imlay City branch.

Action: Investigate best options for implementing a wireless network.

Action: Contract with an appropriate company or organization to do the work.

Objective: Assess technology trends and their value to the community

Action: Investigate options for offering materials digitally.

Action: Offer no-cost computer training to the community.

Objective: Maintain up-to-date office technology

Action: Maintain, repair, or replace equipment such as copy machine, fax, scanner, barcode scanner, printers, shredder, and receipt printers.