

Strategic Plan for 2016-2018

Adopted by the Salem-South Lyon District Library Board of Trustees on January 4, 2016.



In May 2015, under the guidance of the Salem-South Lyon District Library's (SSLDL) strategic planning committee consisting of the library director, assistant director three board members and two staff members, and one member of the Friends of the Library, SSLDL began the strategic planning for years 2016 – 2018. Library consultants Kimberly Bolan and Associates, LLC facilitated the process.

The Process

SSLDL's strategic planning process included the following key areas.

- 1) **Gathering community input and data**, which involved showing Salem-South Lyon staff and residents (both users and non-users) the possibilities for SSLDL as a thriving 21st century library, and then gathering their input and ideas. In addition, benchmark, demographic, SWOT, and collection analyzes were completed.
- 2) **Developing solutions** by compiling all gathered data and input and then working with the planning team of staff, board members and community representatives during a Strategic Planning Retreat to establish key strategic areas, goals, and related investments required to reach specific outcomes that will help SSLDL thrive over the next three years and beyond.
- 3) **Providing a path to results** by developing a plan that the SSLDL staff and board can live, breathe, and readily implement on a day-to-day basis.

Nine stakeholder sessions were facilitated between June 4, 2015 and October 13, 2015. Overall, 109 stakeholders participated in the discussions regarding SSLDL's facility, services, and strategic future. Stakeholders included the general public as well as community leaders and educators, parents and caregivers, senior citizens, Friends of the Library, staff members, trustees, frequent library users as well as infrequent / non-library users. In addition to the stakeholder sessions, an online survey was conducted from June 8 – July 27, 2015. 707 surveys were completed. Survey participants included a mix of frequent library users (51.32%) infrequent users (45.72%), and non-users (2.95%). Survey takers ranged from 12 years of age to 76 and older. 50.5% were between 36 and 55 years of age, 26.5% were 56 and older, 18.5% were between 26 and 35, and the remainder were ages 12-25. Most of the survey takers were from the City of South Lyon (56.3%). The rest were from Salem Township (24.57%), Green Oak Township (14.0%), Lyon Township (2.8%), and Other (2.95%).

What We Heard

The community focus groups and online survey explored several topics including customer service, programming, outreach, marketing, technology, collections, and the library facility. Detailed summaries of all focus group and stakeholder feedback were provided in separate documents to SSLDL leadership. All stakeholder input, data analysis, and follow-up exploration work led to the strategic foci, goals, and investments outlined on page 2 of this document.

Evaluation & Collaboration

With the goal of potentially achieving all outlined goals over the next three years, SSLDL administration, staff, and board of trustees will regularly evaluate their progress and achievements. Objectives set forth in this plan may be accomplished and will be reviewed on a periodic basis at SSLDL board meetings. This process emphasizes that the resulting plan will be iterative and evolve over the next several years. A companion work plan that outlines a more detailed level of the plan also exists.

The keys to Salem-South Lyon District Library's implementation, evaluation and, ultimately, the success of its strategic plan will be:

- A thorough understanding of the plan as well as active involvement in implementing the plan by staff and the board of trustees
- Frequent and ongoing communication between administration and staff
- Frequent and ongoing communication between SSLDL staff and the public
- Active collaboration between SSLDL's board of trustees, administration, staff, outside organizations, and the community

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Our Mission: To educate, enrich, and empower our community

Our Vision: Imagine the Possibilities

Focus	Goals	Investments	Outcome
<p>An Efficient and Effective Facility</p>	<p>Improve and maximize efficiencies of the facility to better align physical space with the needs of the community</p>	<ul style="list-style-type: none"> Assess the overall facility with the following service goals in mind and also noting that all determined improvements should come from current funding levels. <ul style="list-style-type: none"> Reallocate space for children, in particular those ages 8-12 who currently do not have an appropriate space Improve usability and size & quantity of study rooms, meeting and general purpose space Rethink the computer lab and public computer use and deployment throughout the library Rework service points Create distinct quiet spaces and active spaces Add storage, update public restrooms, address accessibility issues, and add outside seating Add a left turn lane into the library parking lot 	<p>A highly effectual facility that serves the full variety of needs of all ages of library users</p>
<p>Optimal Usability</p>	<p>Empower the community to utilize SSLDL's services in the easiest possible way</p>	<ul style="list-style-type: none"> <i>Review Services:</i> Library hours, how service points are staffed and where they are located, off-desk time and staffing <i>Improve Services:</i> Access to SSLDL and its resources, website usability, library card processes, computer lab space usage, signage and wayfinding <i>Add Services:</i> Possible options include, but aren't limited to, Makerspace, digital media lab, business incubator, and a notary 	<p>Library services that are easy to use and access by all community members</p>
<p>Aligned and Valued Services</p>	<p>Optimize services to best serve current users as well as attract new users</p>	<ul style="list-style-type: none"> <i>Improve:</i> Weeding, program quality (vs quantity), program schedule <i>Increase:</i> Program attendance, creativity kits, material displays/merchandising <i>Review:</i> Attendance policies (e.g., no shows), program alignment to all community segments, collection alignment to all community segments 	<p>Collections, programs, and services that are well-known and valued throughout the community</p>
<p>Community Awareness & Engagement</p>	<p>Broaden SSLDL's impact on the community</p>	<ul style="list-style-type: none"> Build connections and engagement in all SSLDL communities (Salem, South Lyon, and Green Oak) Expand community partnerships with emphasis on township agencies, local organizations and businesses, schools, and organizations serving seniors Assess SSLDL's existing marketing initiatives and explore new ways to engage users via targeted marketing, etc. Position SSLDL as the "community concierge" of all community information and events Add digital signage road side and inside the library 	<p>A truly informed and engaged district who sees SSLDL as the hub of the community</p>