

Salem-South Lyon District Library Strategic Plan for 2019 - 2021

Our Mission: Educate. Enrich. Empower the Community.

Our Vision: Imagine the Possibilities!

Focus	Goals	Investments	Outcomes
Exceptional Facilities	Develop children's addition that engages community youth in literacy, technology, and learning	<p>Design and develop a multi-purpose addition to engage children, tweens, and the larger community</p> <ul style="list-style-type: none">· Create a multi-purpose, dividable meeting space for 80+ that can be used for library programs and after hour public meetings and events· Create a children's area with sections for nonfiction and tweens, stroller parking, babysitting kits, and a tween reading area· Add two new single stall restrooms that can be used during regular library hours and after hours· Reallocate existing children's area space to include a new reading area, adult seating, aquarium, and storage area	Larger, more flexible facility for children and their parents that supports literacy, technology and learning
Technology Enhancements	Enhance website and technology resources to meet community needs	<p>Redesign library website to provide a more user-friendly experience with strong mobile device accessibility, relevant information and links, and a modern appearance</p> <p>Offer more digital resources, including additional software, photo scanners, technology workshops, technology for check-out, and a project center for life-long learners</p> <p>Improve the Library's technology infrastructure in order to provide more stable tech services</p>	Stable, leading edge technology that is easy to use and accessible by all community members across a range of devices

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Programs and Services	Provide innovative programs and services that engage new and current users and foster lifelong learners	<p>Support both consumers and creators of information by expanding creative outlets for all ages, including: new technology workshops (NTW), special collections (SC), environmental programs (EP), entrepreneurial opportunities (\$incl), resilience and self-sufficiency programs (RSSW), supporting a community of people who share a passion, capturing knowledge and skills of aging population (MU) and coding and gaming events (CG)</p> <p>Survey the community to expand evening programming and stagger daytime programming to include morning, early afternoon, and late afternoon offerings</p> <p>Increase the resources necessary to help children and adults increase their reading and computer skills</p>	Increased number of library users and expanded breadth and depth of their engagement through innovative programs and services
Community Awareness & Involvement	Facilitate effective conversations with community partners that lead to greater library involvement	<p>Develop the teen advisory board who will work with library staff to expand teen programs and services</p> <p>Facilitate quarterly focus groups and community conversations to increase community involvement in library programs and services</p> <p>Recruitment and development of donors and strategic investments (\$5,000/year)</p> <p>Establish seamless experience between school and library technology tools and services</p> <p>Provide professional level technology tools for community members</p> <p>Expand marketing and advertising efforts including email, direct mail, podcasts and social media</p>	A truly informed and engaged district who sees SSLDL as strategic community partner