



SECTION ONE: PLANNING SUMMARY

The following Strategic Plan was designed through a collaboration between the Board of Trustees, the Director, library staff and the Pioneer Library System. This Strategic Plan provides the framework to meet the identified needs of the library and its stakeholders over the course of the next three years, January 2022 through December 2024.

SECTION TWO: MISSION STATEMENT

The Livonia Public Library provides a wide range of programs, services, and materials with a distinct emphasis on current titles and technologies to all ages in our community that encourages literacy, enriches lives, and creates lifelong learners.

SECTION THREE: GOALS

Through the Strategic Planning process, five priorities were identified as essential to the growth of the Livonia Public Library. These priorities include:

- 1. Children and Adult Programming*
- 2. Communication with our Community*
- 3. Diversity of Collection*
- 4. Budget and Staff Support*
- 5. Resource Access and Availability*

These priorities align with the mission of the library to educate, enlighten, and enrich our community.

Priority One: Children and Adult Programming

<i>Action Step One:</i>	<i>Provide Events and Classes for All Ages</i>
<i>Description:</i>	<i>Programs and/or events featuring different age groups and themes based on community need</i>
<i>Implementation:</i>	<i>1. Evaluation of ongoing programs that experience inconsistent community participation. 2. Participation trending to be documented in monthly Directors Report.</i>
<i>Timeline:</i>	<i>Children and Adult events will be formed annually by the Director and designated Library staff.</i>

<i>Action Step Two:</i>	<i>Develop an annual education plan for ages 0-2</i>
<i>Description:</i>	<i>This education plan will include twelve educational events for children ages 0-2 that will emphasize learning and family time. Contingent on COVID restrictions.</i>
<i>Implementation:</i>	<i>1. Documented program frequency and pattern of attendance 2. Evaluation of ongoing programs that experience inconsistent community participation.</i>
<i>Timeline:</i>	<i>Annual education plans for ages 0-2 will be formed by the Director and designated Library staff.</i>

<i>Action Step Three:</i>	<i>Adult educational events targeting a variety of healthy living topics</i>
<i>Description:</i>	<i>Program themes may include cooking, nutrition, exercise, activities, hobbies, gardening/farming, medicinal, minimalism, sustainability, mental health awareness and mindfulness</i>
<i>Implementation:</i>	<i>Establish a healthy living topic program schedule. Establish Point of Contacts for potential program facilitators.</i>
<i>Timeline:</i>	<i>Events targeting healthy living classes will be formed by the Director and designated Library staff.</i>

<i>Action Step Four:</i>	<i>Engaging teens with programming and events</i>
<i>Description:</i>	<i>Offering programs such as: speaker events, book clubs, maker labs, craft nights, movie nights. Create a dedicated teen-designed space within the library.</i>
<i>Implementation:</i>	<i>Establish a teen programming schedule</i>
<i>Timeline:</i>	<i>Teen events will be formed by the Director and Youth Coordinator.</i>

Priority Two: *Communication with our Community*

<i>Action Step One:</i>	<i>Advertise with local outlets</i>
<i>Description:</i>	<i>Genesee Valley Pennysaver, Livingston County News, Lake County Echo, local restaurants, localevents, other</i>
<i>Implementation:</i>	<i>Identifying varying outlets that promotes programs and events that reaches community-wide</i>
<i>Timeline:</i>	<i>Advertising plans will be formed by the Director and designated Library staff.</i>

<i>Action Step Two:</i>	<i>Disburse community program surveys</i>
<i>Description:</i>	<i>Create and publish a community survey that gauges effectiveness of current programs, services, and/or events as well as desired programs, services, and/or events that the community would like to see offered.</i>
<i>Implementation:</i>	<i>Survey results compiled and presented to Library Staff and Board</i>
<i>Timeline:</i>	<i>Survey to be published twice per year in January and June</i>

<i>Action Step Three:</i>	<i>Increase Library's Social Media Presence</i>
<i>Description:</i>	<i>Stay current, CONSISTENT, and engaging with the community on various social media outlets that promotes Livonia Public Library experiences including upcoming and past programs/events.</i>
<i>Implementation:</i>	<i>Identifying varying outlets that promotes programs and events that reaches community wide.</i>
<i>Timeline:</i>	<i>Social Media plans will be formed by the Director and designated Library staff.</i>

<i>Action Step Four:</i>	<i>Maintain a Library Newsletter</i>
<i>Description:</i>	<i>Topics may include statistics, upcoming and previous Library and Friends events</i>
<i>Implementation:</i>	<i>Currently being produced monthly</i>
<i>Timeline:</i>	<i>Library newsletter will be formed by the Director and designated Library staff.</i>

<i>Action Step Five:</i>	<i>Community Outreach</i>
<i>Description:</i>	<i>Building relationships and collaborating with local families, community groups of all ages, local clubs, etc.</i>
<i>Implementation:</i>	<i>Increase partnerships within the community that potentially offers a wider range of programs and events. Expand collaboration with Livonia Central School and BOCES on joint programs. Solicit Library Staff and Board of Trustees for potential Point of Contacts within the community that could provide a wider range of programs and events.</i>
<i>Timeline:</i>	<i>Community Outreach plans will be formed by the Director with participation from Library Staff and Board of Trustees.</i>

Priority Three: Diversity of Collection

<i>Action Step One:</i>	<i>Continuous analysis of collection</i>
<i>Description:</i>	<i>Ensure collection is diverse, inclusive, and contains material with current perspectives</i>
<i>Implementation:</i>	<i>Research and modify collection each year as appropriate</i>
<i>Timeline:</i>	<i>Analysis will be performed by the Library Director with participation from Library Staff.</i>

<i>Action Step Two:</i>	<i>Expansion of alternative collections</i>
<i>Description:</i>	<i>1. Non-print items (i.e. toys, tools, recipes, etc.)</i>
<i>Implementation:</i>	<i>Research and add new alternative collections each year based on local community feedback</i>
<i>Timeline:</i>	<i>Collection diversity plans and purchases will be formed by the Director with participation from Library Staff.</i>

<i>Action Step Three:</i>	<i>Patron Contributions</i>
<i>Description:</i>	<i>Create a “recommend a title” section to the Library website and area within the Library for patrons to submit</i>
<i>Implementation:</i>	<i>Increase collection purchases from patron recommended titles</i>

<i>Timeline:</i>	<i>Patron Contribution review and purchases will be approved by the Director.</i>
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<i>Action Step Four:</i>	<i>Increase budget for areas of collection with the highest circulation</i>
<i>Description:</i>	<i>Continuation of evaluating collection areas and allocating funds accordingly</i>
<i>Implementation:</i>	<i>Use monthly collection reports</i>
<i>Timeline:</i>	<i>Evaluation and Allocation is ongoing</i>

<i>Action Step Five:</i>	<i>Increase OWWL2Go Budget</i>
<i>Description:</i>	<i>Allocate more funds for eBooks and digital audio titles</i>
<i>Implementation:</i>	<i>Increase budget in conjunction with patron circulation</i>
<i>Timeline:</i>	<i>OWWL2Go evaluation and allocation is ongoing. Any assessment will be reviewed by the Library Director and approved by the Board of Trustees at yearly budget meeting.</i>

Priority Four: Budget and Staff Support

<i>Action Step One:</i>	<i>Seek and realize outside sources of funding</i>
<i>Description:</i>	<i>Research and acquire funding sources including governmental, organizational, and non-profit funds</i>
<i>Implementation:</i>	<i>Additional revenue other than property taxes</i>
<i>Timeline:</i>	<i>Funding revenue to be reviewed yearly as part of budget meeting or as needed.</i>

<i>Action Step Two:</i>	<i>Staff Development</i>
<i>Description:</i>	<i>Offer training, conferences, meetings, committees, and/or workshops that help to continue the growth of skillsets of the employees</i>
<i>Implementation:</i>	<i>Provide funding and time allocation for staff development</i>
<i>Timeline:</i>	<i>Library staff development will be periodically reviewed and approved throughout the year by the Library Director.</i>

Priority Five: Resource Access and Availability

<i>Action Step One:</i>	<i>Equity of access to Library resources, programs, and services</i>
<i>Description:</i>	<i>Ensure availability and ease of access to library resources, programs, and services for all people. Identify resource accessibility issues/concerns and remove those barriers that prevent community access.</i>
<i>Implementation:</i>	<i>Diverse, inclusive, and equitable resources that are accessible to the entire community.</i>
<i>Timeline:</i>	<i>Resource access and availability will be reviewed and approved by the Director.</i>