Farmington Community Library

STRATEGIC PLAN
2018-2021

TRENDS • FINANCIAL CONSIDERATIONS • TECHNOLOGY LITERACY
COMMUNITY OUTREACH & PARTNERSHIPS
MARKETING & COMMUNICATIONS • ATTRACT A YOUNGER DEMOGRAPHIC

OUR MISSION

The Farmington Community Library facilitates independent learning and encourages the love of reading from early childhood throughout one's lifetime. Information formats and service delivery will evolve as the community's demographics change.

INTRODUCTION

The Farmington Community Library is a District Library serving the communities of Farmington and Farmington Hills, with a dedicated staff which provides library service in two locations. Each building has a unique personality, and both locations offer excellent service.

Staff members work together to accomplish the *Long Term Goals of the Library* and take pride in a commitment to excellence, as defined in both the statement of *Public Service Values* and the *Quality Policy.* Our work at the Library is also guided by the American Library Association (ALA) *Librarianship and Information Services: Statement on Core Values,* adopted by the Library Board of Trustees. All of these documents are included in the appendices to this strategic plan.

Library staff worked for over 18 months to identify areas of improvement and to develop goals and strategies for successful completion. Through this process we have embraced the concept that prudent and appropriate planning will enhance the Library's efforts to serve the patrons of Farmington and Farmington Hills. We are also committed to having strategies in place to insure the efficient functioning of the Library in both healthy and challenging budget years.

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TRENDS

Staff members work continuously to identify societal, community, and technological trends that will impact the way the Library will operate in years to come. The following is a summary of the influences considered in this plan.

The library of the future is the library we are seeking to create. Libraries today are vibrant, humming centers of community activity. Libraries are constantly evolving to meet the high expectations of their patrons, offering both hands-on services in our buildings and online services to those who access the library from other locations. The emergence of the library as a central hub for community information, collaborative spaces and services is, in itself, a primary trend to be considered.

The Digital Information Age is upon us. In a quickly changing and complex world, people are seeking more information than ever. Technology influences almost all aspects of our lives, and the Library must be able to meet the challenges that come with technology. This means we must strive to:

- Help patrons access the abundance of materials available both in the Library and online
- Enhance our web presence for remote service beyond Library walls
- Keep staff knowledgeable about new technology as it evolves
- Find effective ways to assist patrons in learning the skills they need to succeed in the digital age
- Maintain the agility needed to identify and deliver information in an ever-changing world

The true diversity of our society is reflected in Library users. The Library must meet the needs of all patrons from widely varying cultural and socioeconomic backgrounds.

Farmington Branch

FINANCIAL CONSIDERATIONS

Today, and always, Library Administration and the Board of Trustees must consider the fiscal needs of aging buildings that accommodate 600,000+ visitors per year. A strategy for stable funding must always consider timing, education of the public, and the local economy, among other factors. Library staff and the Board of Trustees strive to be good stewards of taxpayer dollars and, therefore, regularly evaluate cost-saving measures, returns on investments, and physical and electronic collections that are useful and of interest to a wide variety of patrons. The Library participates, when possible, in cooperative purchasing and resource-sharing. Regular meetings with vendors ensure that goods and services received are consistent and fairly priced. In short, staff and the Trustees are committed to fiscal responsibility and providing facilities and resources to serve our diverse communities.

Library Staff at our 2017 Staff Day

TECHNOLOGY LITERACY

Goal: To improve existing Intranet for use by staff as a repository for training materials and videos, frequently used forms, and shortcuts accessible from any workstation at any time within the Library system or externally with appropriate credentials

Strategies:
- Create team of interested staff members
- Utilize ALA's "The Accidental Technology Trainer" online course
- Survey staff members to identify information that would be helpful to access on website
- Choose software/platform on which to build, based on staff survey
- Train staff as needed to develop content
- Share progress with staff; encourage input during development
- Implement new site during FY 2018-2019

Goal: To increase Technological Competencies among staff, in order to provide the best customer service possible in regard to all resources the library offers

Strategies:
- Continue to evaluate baselines staff should reach
- Create team of staff trainers
- Offer regularly scheduled training sessions to staff people
- Offer incentive program for attendance at training sessions and skill improvements
- Offer webinars to staff not present on a regular basis
- Continue offering staff Open Labs (one-on-one technology instruction sessions)

Goal: Acquire mobile devices for staff use during Reference and Readers Advisory interactions

Strategies:
- Having tablets available to use for "roving reference" allows librarians to assist patrons away from a service desk
- Acquire hardware and software to enable staff with mobile devices to check out materials to patrons

Goal: Provide opportunities for patrons to increase personal technological competencies

Strategies:

- Utilize online resources to provide access to instructional videos/library tutorials
- Continue to offer in-person instruction
- Promote resources/databases which allow for do-it-yourself instruction

Goal: Create space conducive to Skype/FaceTime/Video Chatting

Strategies:

- Reallocation of existing space to create area(s) conducive to videoconferencing
- Create policy/guideline to provide patrons with the space and resources for telecommunications

Goal: Evaluate and offer equipment and software that might be cost-prohibitive to individuals

Strategies:

- Offer technologies that support creation of audio and visual content
- Stay apprised of tech trends; commit to exploring new technologies as they emerge (3-D printing, robotics, Augmented Reality, etc.), in an agile, responsive, and inclusive way
- Offer current technologies that support STEM initiatives, creative play, and collaboration
- Continue to actively seek community partnerships focused on STEM and/or Innovation Alley Initiatives at the Library
- Offer tablets for use by patrons

Goal: Provide the highest quality Wi-Fi connections for our community

Strategies:

- Offer sufficient bandwidth to service increasing demands for digital library resources, such as eBooks, eAudiobooks, movies, music, magazines, etc.
- Create a staff Wi-Fi network, private and password protected, with dedicated network for training, LEAP Polaris services, etc.
- Regularly evaluate and update equipment offered for staff use
- Continually assess security of the Library network

Main Library Children's Department

COMMUNITY OUTREACH AND PARTNERSHIPS

Goal: Increase community awareness of services and programs

Strategies:
- Match programs and services to local schools, businesses, and organizations, to promote Library resources and cultivate community partnerships
- Develop intergenerational programming
- Offer programming that reflects the ethnic and socioeconomic diversity of our communities
- Foster connections with facilities such as assisted living and independent senior facilities, group homes, etc.
- Use the Book Bike at community events to showcase and check out materials and services
- Be a welcoming environment, a gathering place of cultural, civic, and family life, making available our rich, diverse, intellectual, and entertainment resources
- Bring resources from the Library to designated sites via Children's and Adult Outreach Librarians and volunteers

Goal: Form community partnerships

Strategies:
- Maintain a sponsorship plan to help support programming and the needs of the Library
- Seek grants that support community outreach
- Work with Costick Center intergenerational groups
- Work with English as a Second Language (ESL) population; promote learning and literacy in all forms, such as conversation groups, citizenship classes, and book/movie discussions
- Reach out to special needs populations; develop resources and programs

MARKETING AND COMMUNICATIONS

Goal: Market Library Services to Current Users and Non-Users

Strategies:
- Create a commercial(s) for Library to attract current non-users
- Investigate the use of email and self-checkout receipts as promotional spots for programs and services
- Use free-standing signs with the Library logo and web address at community events
- Maintain a monthly e-newsletter to highlight programs and services
- Cross promote local organizations, including the Cities of Farmington and Farmington Hills and the Farmington Public Schools
- Promote community events periodically on social media platforms

Goal: Investigate New Advertising Opportunities

Strategies:
- Explore the Library's vehicles as an advertisement for the Library
- Explore additional funding for paid advertising in the Farmington Observer, Farmington Press, and Facebook
- Post Library events online
- Screen messages at the Farmington Civic Theater

Goal: Listen to Community Needs

Strategies:
- Invite public feedback at community outreach events and meetings
- Post directional signage that meets the needs of the ESL and non-reading population (similar to Ikea signage)

Goal: Maintain a Partnership with the Greater Farmington Chamber of Commerce

Strategies:
- Provide Library bookmarks, brochures, newsletters, business cards, and Friends membership forms to the Chamber for inclusion in their complimentary tote bag distributed to new residents
- Promote Library events/news in the Chamber's weekly e-newsletter

Goal: Maintain a Partnership with Farmington Hills Special Services

Strategies:
- Develop a "Welcome Packet" that shares information from both organizations to be distributed via print or electronically
- Share program information to prevent duplicate events; cross promote programs
- Maintain informational pages in the Special Services Activities Guide, published 3 times a year; this direct mailing initiative is sent to all Farmington and Farmington Hills households
- Develop a promotional Library flyer to post through the Farmington Hills Parks & Recreation bulletin boards

Teens Make Warm Wraps for Seniors

ATTRACT A YOUNGER DEMOGRAPHIC, AGES 13-30

Goal: Reorganize the Library's existing space to create a variety of flexible, welcoming spaces that fulfill the educational and social needs of the community

Strategies:

- Create an atmosphere in which teens are welcome by both staff and patrons outside of their "assigned" space
- Create an enclosed space specifically for teens
- Utilize feedback while evaluating use of spaces and collections designed to attract teens and new adults

Goal: Work to create programming, services and collections of interest to ages 13-30

Strategies:

- Identify locations in the community to interact with adults 24-30; increase programming
- Increase young adult (ages 13-18) participation in Library activities
- Identify opportunities for collaborative programming with local businesses and organizations
- Develop an effective marketing/publicity strategy to ensure programs are promoted to these age groups
- Develop non-traditional collections which appeal to the educational and recreational interests of those ages 13-30

Sweets and Treats Party
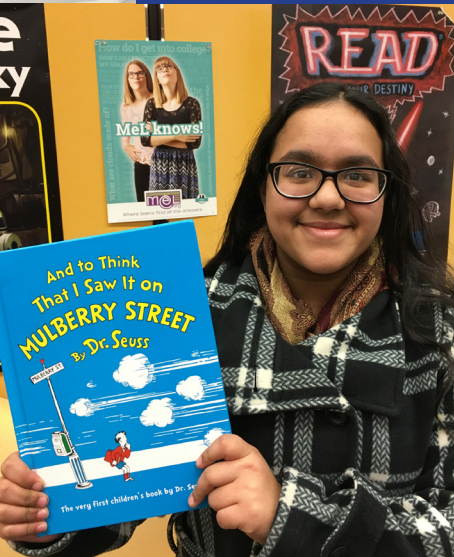

Teen Tech Toys Program

Appendix A

Long Term Goals of the Library

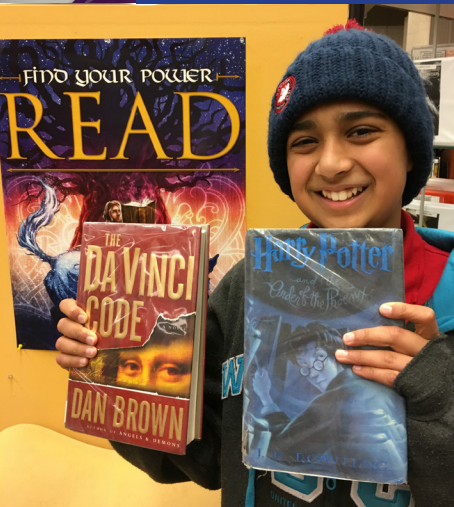**The Library's long-term goals include:**

- To provide a high standard of services which are user-oriented.

- To fulfill patrons' informational and material needs, with referral to other agencies as appropriate.

- To provide materials in a variety of formats which reflect community demand, use, and the Library's own spatial limitations.

- To make the collections readily accessible, easy to use, and representative of all viewpoints.

- To incorporate in the design of library services basic concepts from other disciplines, such as education, management and science.

- To promote library services, programs and materials in the community.

- To participate in cooperative informational networks or systems for efficient, economical library services.

- To provide adequate staff development to meet the service goals of the Library.

- To recruit and retain a volunteer corps, whose assignments are meaningful to the Library's operation.

- To cooperate with schools, other community groups and agencies through direct participation, support materials, or use of the meeting room facilities.

- To develop a diversified public relations program which will increase library usage consistent with the resources available and project a positive image in the community.

- To maintain all facilities in good repair, with consideration given to necessary improvements, safety accessibility for the physically challenged, and an aesthetically pleasing environment for the public and staff.

- To direct management efforts toward efficiency in all library operations to maximize return on the support tax base.

Appendix B
Public Service Values

One of our Library's strengths has always been identified as our approach to public service. The following values have been identified as the public service philosophy of our Library. These values have been printed on a card given to every employee. These values are non-negotiable; they reinforce our Mission Statement.

- Satisfy the Patron's Needs.
- Make Informed Decisions.
- Commit to Providing a High Quality of Service.
- Respond with Accurate, Timely Information.
- Be Friendly, Courteous and Respectful.
- Keep a Positive Attitude.
- Goal: Every person using the Library leaves satisfied.

Every Employee Is Essential to Our Success!

Appendix C
Our Quality Policy

The Quality Policy of the Farmington Community Library is "To Be The Best." This policy requires that every employee demonstrate excellent public service values to meet patrons' needs.

The delivery of service should promote the Library as an institution which has guidelines designed to facilitate services to the public rather than an institution that promulgates rigid rules. To reinforce and encourage staff to embrace our Public Service approach, we discuss the Public Service Values at our Annual Staff In-Service and review our Expected Public Service Behaviors at each employee's annual performance appraisal meeting.

Board Adopted May 14, 1992
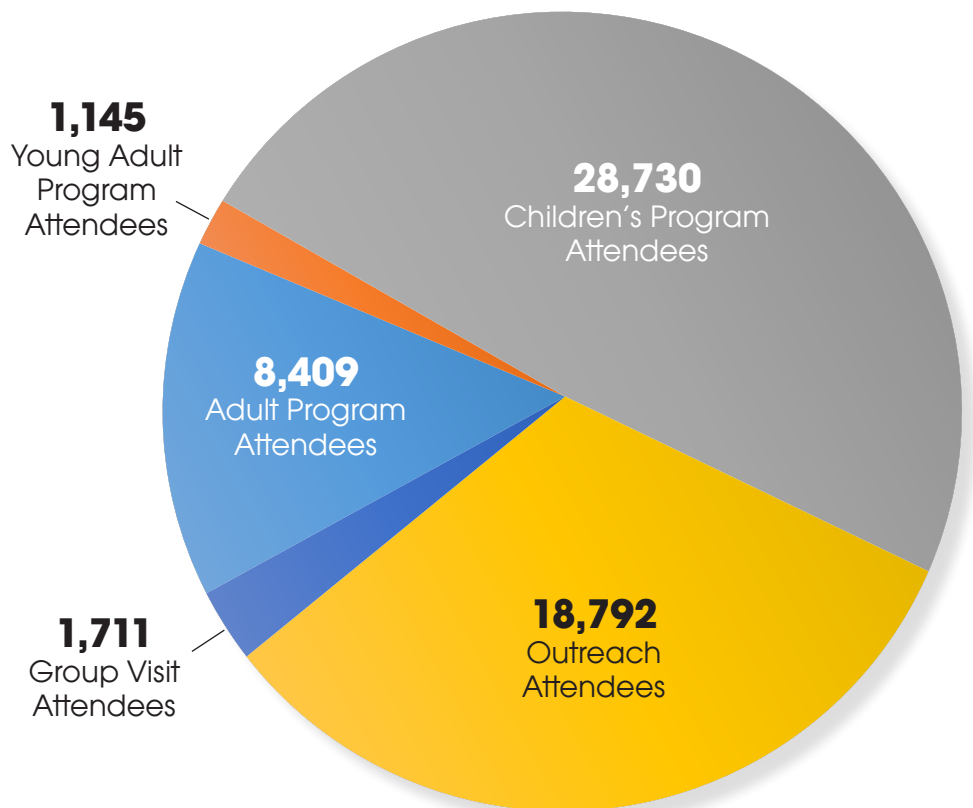Amended and approved by the Management Advisory Ccommittee January 2007

2017: At a Glance

Of **167,534 interactions** with patrons:

27,241 phone

1,126 email and chat

139,167 in-person
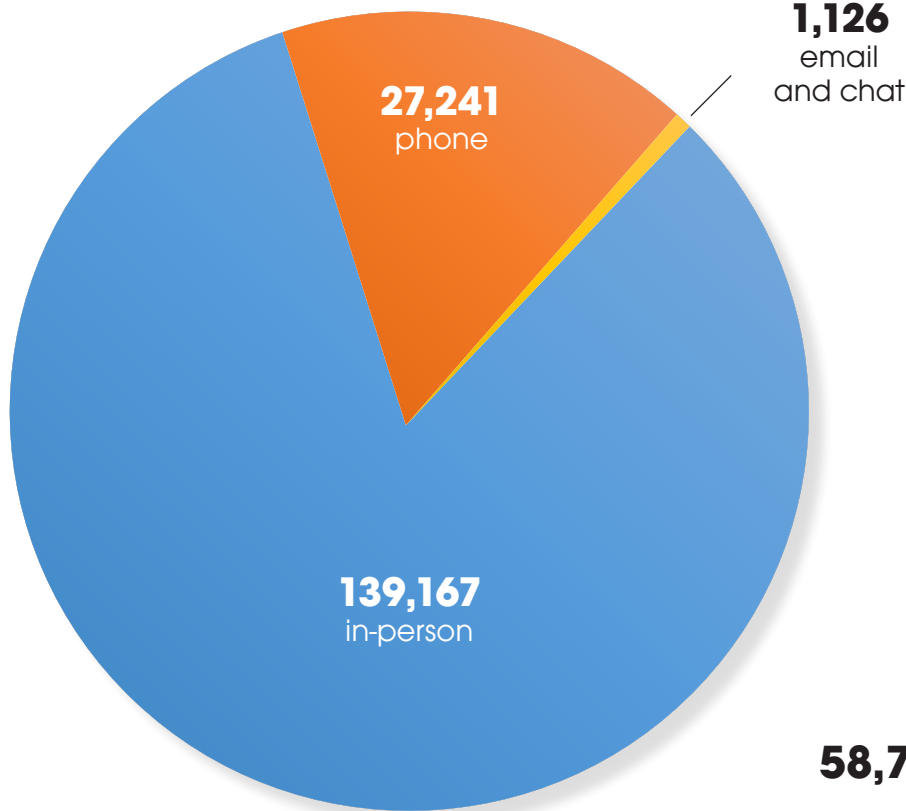
Items Checked Out:
1,135,566

Patrons Who Visited a Library Building:
609,371

58,787 people attended 1,654 programs

1,145 Young Adult Program Attendees

28,730 Children's Program Attendees

8,409 Adult Program Attendees

1,711 Group Visit Attendees

18,792 Outreach Attendees

Number of Webpage Views:
1,117,182

Catalog Searches:
1,016,790

In-Library PC and Wireless Use:
451,539

Appendix D
American Library Association: Core Values of Librarianship

The foundation of modern librarianship rests on an essential set of core values that define, inform, and guide our professional practice. These values reflect the history and ongoing development of the profession and have been advanced, expanded, and refined by numerous policy statements of the American Library Association. Among these are: access, confidentiality/privacy, democracy, diversity, education and lifelong learning, intellectual freedom, preservation, the public good, professionalism, service, and social responsibility.

It would be difficult, if not impossible, to express our values more eloquently than ALA already has in the *Freedom to Read* statement, the *Library Bill of Rights,* the *ALA Mission Statement, Libraries: An American Value,* and other documents. These policies have been carefully thought out, articulated, debated, and approved by the ALA Council. They are interpreted, revised or expanded when necessary. Over time, the values embodied in these policies have been embraced by the majority of librarians as the foundations of their practice. These selections are direct quotes from the *ALA Policy Manual.*

Access
All information resources that are provided directly or indirectly by the library, regardless of technology, format, or methods of delivery, should be readily, equally, and equitably accessible to all library users. *ALA Policy Manual B.2.1.14 Economic Barriers to Information Access*

Confidentiality/Privacy
Protecting user privacy and confidentiality is necessary for intellectual freedom and fundamental to the ethics and practice of librarianship. *ALA Policy Manual B.2.1.17 Privacy*

Democracy
A democracy presupposes an informed citizenry. The First Amendment mandates the right of all persons to free expression, and the corollary right to receive the constitutionally protected expression of others. The publicly supported library provides free and equal access to information for all people of the community the library serves. *Interpretations of the Library Bill of Rights, Economic Barriers to Information Access*

Diversity

We value our nation's diversity and strive to reflect that diversity by providing a full spectrum of resources and services to the communities we serve. *ALA Policy Manual B.3 Diversity, Libraries: An American Value*

Education and Lifelong Learning

ALA promotes the creation, maintenance, and enhancement of a learning society, encouraging its members to work with educators, government officials, and organizations in coalitions to initiate and support comprehensive efforts to ensure that school, public, academic, and special libraries in every community cooperate to provide lifelong learning services to all. *ALA Policy Manual A.1.1 Introduction*

Intellectual Freedom

We uphold the principles of intellectual freedom and resist all efforts to censor library resources. *ALA Policy Manual B.2 Intellectual Freedom, ALA Code of Ethics, Article II*

The Public Good

ALA reaffirms the following fundamental values of libraries in the context of discussing outsourcing and privatization of library services. These values include that libraries are an essential public good and are fundamental institutions in democratic societies. *1998-99 CD#24.1, Motion #1*

Preservation

The Association supports the preservation of information published in all media and formats. The association affirms that the preservation of information resources is central to libraries and librarianship. *ALA Policy Manual B.8.3. Preservation, Preservation Policy*

Professionalism

The American Library Association supports the provision of library services by professionally qualified personnel who have been educated in graduate programs within institutions of higher education. It is of vital importance that there be professional education available to meet the social needs and goals of library services. *ALA Policy Manual B.7.1 Graduate Programs in Library and Information Studies*

Service

We provide the highest level of service to all library users. We strive for excellence in the profession by maintaining and enhancing our own knowledge and skills, by encouraging the professional development of co-workers, and by fostering the aspirations of potential members of the profession. *ALA Code of Ethics*

Social Responsibility

ALA recognizes its broad social responsibilities. The broad social responsibilities of the American Library Association are defined in terms of the contribution that librarianship can make in ameliorating or solving the critical problems of society; support for efforts to help inform and educate the people of the United States on these problems and to encourage them to examine the many views on and the facts regarding each problem; and the willingness of ALA to take a position on current critical issues with the relationship to libraries and library service set forth in the position statement. *ALA Policy Manual A.1.1 Mission Priority Areas, Goals*

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