



SECTION ONE: PLANNING SUMMARY

The following Strategic Plan was designed through a collaboration between the Board of Trustees, the Director, and the Pioneer Library System. Data was collected through surveys, focus groups, community conversations, and library usage data. 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 2019 through December 2021.

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, in an effort to encourage literacy, enrich lives, and create lifelong learners.

SECTION THREE: GOALS

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

- 1. Enhance Children’s and Adult Programming*
- 2. Advertising and Communication*
- 3. Increase Diversity of Collection and Size*
- 4. Financial and Staffing Support*

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

Priority One: Enhance Children’s and Adult Programming

<i>Action Step One:</i>	<i>Enhance Events and Classes for All Ages</i>
<i>Description:</i>	<i>Classes featuring different age groups and themes</i>
<i>Measurement:</i>	<i>1. More than one ongoing class/event 2. Consistent attendance of 6+</i>
<i>Timeline:</i>	<i>First Enhance Children’s and Adult events will be approved by the</i>

	<i>director in Spring 2019. Following plans will be completed in December of each year.</i>
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<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. This goal is a priority because of our mission to create a wide range of programs and our values to the youth in our community.</i>
<i>Measurement:</i>	<i>Increased program frequency and attendance</i>
<i>Timeline:</i>	<i>First annual education plans for ages 0-2 will be approved by the director in June 2019. Following plans will be completed in December of each year.</i>

<i>Action Step Three:</i>	<i>More events targeting healthy living topics</i>
<i>Description:</i>	<i>Program themes may include: cooking, nutrition, exercise, activities, hobbies, gardening/farming, medicinal</i>
<i>Measurement:</i>	<i>Establish a healthy living topic program schedule</i>
<i>Timeline:</i>	<i>First events targeting healthy living classes will be approved by the director in February 1 2019. Following plans will be completed in December of each year.</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</i>
<i>Measurement:</i>	<i>Establish a teen programming schedule</i>
<i>Timeline:</i>	<i>First teen events will be approved by the director in June 2019. Following plans will be completed in December of each year.</i>

Priority Two: Communication with our Community

Action Step One:	<i>Advertise with local outlets</i>
Description:	<i>GVPS, LCN, Genesee Sun, Lake County Echo, local restaurants, local events, other</i>
Measurement:	<i>1. Increasing advertising footprint to include at least three new outlets than currently 2. Community feedback on action step 1</i>
Timeline:	<i>First advertising plans will be approved by the director in June 2019. Following plans will be completed in December of each year.</i>

Action Step Two:	<i>Increase Library's Social Media Presence</i>
Description:	<i>Stay current, CONSISTENT, and engaging with community on SM outlets</i>
Measurement:	<i>Increase followers 20%</i>
Timeline:	<i>First Social Media plans will be approved by the director in June 2019. Following plans will be completed in December of each year.</i>

Action Step Three:	<i>Produce a Library Newsletter</i>
Description:	<i>Topics may include: stats, upcoming events, etc</i>
Measurement:	<i>Produced Quarterly - number of readers increase</i>
Timeline:	<i>First library newsletter will be approved by the director in April 2019. Following plans will be completed quarterly.</i>

Action Step Four:	<i>Community Outreach</i>
Description:	<i>Reaching out to new families, community groups, local clubs, etc</i>
Measurement:	<i>Increased partnerships within area</i>
Timeline:	<i>First Community Outreach plans will be approved by the director in December 2019. Following plans will be completed in December of each year.</i>

Priority Three: Increase Diversity of Collection

<i>Action Step One:</i>	<i>Achieve a non-traditional collection</i>
<i>Description:</i>	<i>1. Non-print items eg. toys, tools, seeds, recipes, etc</i>
<i>Measurement:</i>	<i>Research and add 1 new non-traditional collection a year</i>
<i>Timeline:</i>	<i>First non-traditional collection procurement plans will be approved by the director in July 2019. Following plans will be completed in December of each year.</i>

<i>Action Step Two:</i>	<i>Patron Contributions</i>
<i>Description:</i>	<i>Create comment cards and “recommend a title” section to website/Facebook</i>
<i>Measurement:</i>	<i>Increased collection purchases from patron recommended titles</i>
<i>Timeline:</i>	<i>First Patron Contribution plans will be approved by the director in July 2019. Following plans will be completed in December of each year.</i>

<i>Action Step Three:</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>Measurement:</i>	<i>Use monthly collection reports</i>
<i>Timeline:</i>	<i>Evaluation and Allocation is ongoing</i>

<i>Action Step Four:</i>	<i>Increase OWWL2Go Budget</i>
<i>Description:</i>	<i>Allocate more funds for eBooks and digital audio titles</i>
<i>Measurement:</i>	<i>Increase budget in conjunction with patron circulation</i>
<i>Timeline:</i>	<i>First OWWL2Go increase will be approved by the director in December 2018. Following plans will be completed in December of each year.</i>

Priority Four: *Financial and Staffing Support*

<i>Action Step One:</i>	<i>Acquire outside sources of funding</i>
<i>Description:</i>	<i>Examine process to successfully obtain governmental and organizational grants</i>
<i>Measurement:</i>	<i>Additional revenue other than property taxes</i>
<i>Timeline:</i>	<i>Funding Revenue to be reviewed December 2019. Following plans will be completed in December of each year.</i>

<i>Action Step Two:</i>	<i>Support Library Services and Programs with Sufficient Staffing</i>
<i>Description:</i>	<i>Investing in new staff when needed</i>
<i>Measurement:</i>	<i>Are Library Services and Programs running proficiently ie. signs of stress, inefficiency, proper care of library, etc</i>
<i>Timeline:</i>	<i>Library staffing with be periodically reviewed throughout the year</i>