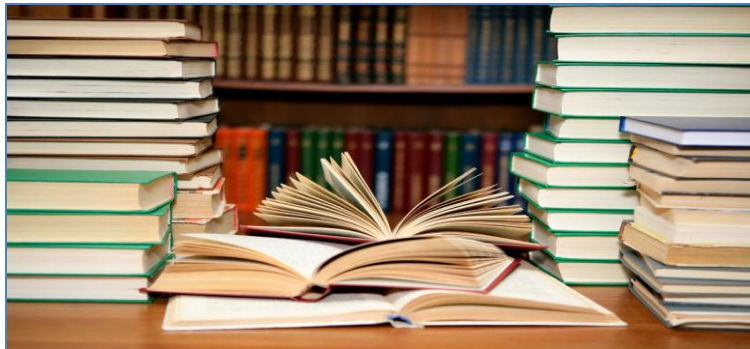




Facility Assessment and Strategic Plan
2015-2020



Facilitated by Hartzell-Mika Consulting, LLC July 2015
Adopted by the DDL Board October 8, 2015

**DEWITT DISTRICT LIBRARY
STRATEGIC PLAN
2015-2020**

MISSION

The mission of the DeWitt District Library is to be an informational, intellectual, cultural and recreational resource for the community to inspire the spirit, educate the mind, and to be a center of community pride.

PRIMARY SERVICES

Primary services the DeWitt District Library community expects from its library are:

- A library space which is friendly and welcoming
- Helpful staff
- Excellent customer service
- Access to current books and other media
- Storytimes that promote early childhood literacy
- Preserving and sharing local history
- Innovative programming for all ages
- Copy and print services
- Proactive outreach to users and potential users
- Internet connectivity and Wi-Fi
- Print & electronic options for learning about what is happening @ the library

GOALS AND ACTIONS

(1) BUILDING: Provide The Best Facility Possible to Meet the Library Needs of the Community

ACTIONS: 0 – 3 YEARS

- Move forward with the interior renovations recommended by Hartzell-Mika Consulting and maximize use of existing space with minimal addition to the current building
- Move forward with leasing space in shopping center behind library
- Re-pave the parking lot
- Create additional bike parking
- Create an outdoor reading area for patrons

ACTIONS: 3 - 5 YEARS

- Determine readiness for new building
- If decision is to move forward, select architect and design
 - ❖ *What Does This Mean For Our Patrons?*
 - *An interior space that is friendly and inviting*
 - *A facility that will better meet the needs of patrons and staff*
 - *Enhancement of outdoor space through the creation of outdoor reading areas and additional bike parking*

(2) FUNDING: Assure Adequate Funding to Meet Current and Future Requirements

ACTIONS: 0 – 3 YEARS

- Increase non-resident card fee to a more equitable amount
- Begin a capital campaign for a new library building as a means to communicate to the community the library's future plans
- Start a letter writing campaign for patrons to write the legislature about library funding
- Research and apply for grant opportunities
- Develop additional funding sources such as: crowd sourcing and grants
- When financially possible, dedicate a portion of the yearly budget to a building fund to provide funds for a future library building
- Investigate endowment funding, library foundations, and 501c3 status

ACTIONS: 3 - 5 YEARS

- Evaluate the merits of contracts with Riley, Olive, and Bath Townships
- Develop plan for presenting information and advocacy messages to the community
- If decided, begin campaign plans for new building
 - ❖ *What Does This Mean For Our Patrons?*
 - *Responsible management of DeWitt District Library tax dollars*
 - *Exploration of multiple methods to develop non-tax revenue options*
 - *Opportunity for investment in the Library's growth by the community*

(3) INTERNAL RELATIONS: Assure Library Board and Staff are Knowledgeable and Well Informed Regarding Library Issues

ACTIONS: 0 – 3 YEARS

- Develop a plan for ongoing Board training
- Complete a thorough review and update of library policies, bylaws, and procedures
- Develop advocacy strategies to include conversations with state library leadership, Michigan legislature, and community members on library related issues
- Update library policy to reflect mandatory professional development
- Re-establish an annual staff day to provide staff with continuing educational opportunities

ACTIONS: 3 - 5 YEARS

- Continued advocacy with state library leadership, Michigan legislature, and community
 - ❖ *What Does This Mean For Our Patrons?*
 - Up-to-date DeWitt District Library policies, bylaws, and procedures
 - A more knowledgeable library board and staff

(4) PROGRAMMING: Offer Programming that Appeal to all Parts of the Community

ACTIONS: 0 – 3 YEARS

- Create library programming around the new Butterfly Garden
- Create a library makerspace and offer regular makerspace programs for all ages
- Begin a 1000 books before kindergarten initiative; increase involvement in first card by first grade
- Begin outreach to senior citizens
- Increase teen programming
- Investigate sharing services / merging with neighboring districts
- Collaborate with community educators to do afterschool programming

ACTIONS: 3 - 5 YEARS

- Continually evaluate existing and potential programs
- Continue highly creative programming for all ages
- Investigate ways of getting more southern tier residents involved in library programming

- ❖ *What Does This Mean For Our Patrons?*
 - *Innovative makerspace programming for the community*
 - *Programming designed to meet DeWitt District Library community needs*
 - *Proactive outreach to potential users*

(5) PUBLIC RELATIONS: Create and Maintain Awareness and Support for the Library

ACTIONS: 0 – 3 YEARS

- Hire a part-time PR person
- Develop a clear PR plan (with library usage data) which helps the public better understand the library and its role in the community
- Create a digital newsletter published at least quarterly, distributed as widely as possible with links to the community, schools, churches, and governmental sites
- Investigate opportunities to partner and collaborate with local businesses and organizations
- Create a published annual report
- Seek methods to distribute information to non-users in the community
- Strengthen the Friends group to help promote library activities
- Collaborate with other community groups: schools, DARA, YMCA, Garden Club, BS / GS, community education

ACTIONS: 3 - 5 YEARS

- Explore idea of contract library services to schools
 - Create a communication plan
 - Study the feasibility of a shuttle to the southern tier
- ❖ *What Does This Mean For Our Patrons?*
 - *Increased options to learn about what is happening at the library*
 - *Print and electronic messages that increase the visibility of the library*
 - *Ability to personalize library messages to groups, organizations, and individuals*

(6) TECHNOLOGY: Provide Patrons and Staff with Up-To-Date Resources and Technology

ACTIONS: 0 – 3 YEARS

- Continue to update infrastructure
- Replace public desktop computers with laptops/iPads and add devices to reach a minimum of ten for both adults and youth
- Introduce wireless printing
- Develop a technology plan

- Develop written technology competencies for staff
- Investigate 3-D printing

ACTIONS: 3 - 5 YEARS

- Perform annual review of staff technology competencies
- Add RFID

❖ *What Does This Mean For Our Patrons?*

- *A library that offers internet connectivity and the required hardware and software*
- *A library that offers services and programs that are supported by the use of current and user-friendly technology enhance the patron's library experience (i.e. faster checking in and out of materials, more rapid return of materials to library shelves and as a circulation staff that has more time available to address patron needs)*
- *Trained staff able to provide technology assistance*