

**BRANDON TOWNSHIP PUBLIC LIBRARY**

**2018-2023 STRATEGIC PLAN**

**GOAL: BOARD OF TRUSTEES. THE LIBRARY BOARD WILL ACT AS GOOD STEWARDS OF THE COMMUNITY’S TRUST AND RESOURCES.**

**LEAD: Pete Burkett**

OBJECTIVES 0-2 YEARS	LEAD / TEAM
Encourage high school and/or middle school student(s) to participate on the Library Board as non-voting member(s)	
Implement Board training	
Develop recruitment program for trustees	

OBJECTIVES 3-5 YEARS	LEAD / TEAM
Establish a Junior Advisory Board	
Implement formal advocacy program in conjunction with library staff	

**GOAL: BUILDING / FACILITY. THE BRANDON TOWNSHIP PUBLIC LIBRARY WILL BE A FACILITY THAT ENSURES ACCESSIBILITY, COMFORT, ADEQUATE SPACE, AND SECURITY.**

**LEAD: Rebecca Higerson**

OBJECTIVES 0-2 YEARS	LEAD / TEAM
Address noise issues throughout the Library	
Develop a maintenance plan for short and long term needs	
Study the teen area	
Establish a quiet study area	
Add desktop electricity/additional outlets	
Investigate sound dampening options	
Investigate expanding open hours	

OBJECTIVES 3-5 YEARS	LEAD / TEAM
Review size and placement of public service desk	
Investigate drop boxes (high school, drive through box, etc.)	
Investigate water refill station	
Investigate obtaining a defibrillator	
Investigate solar technology for library	
Investigate new signage (inside and outside)	

**GOAL: PATRONS / PROGRAMS. PROVIDE A WELCOMING ATMOSPHERE, PROFESSIONAL, COURTEOUS ASSISTANCE AND A VARIETY OF PROGRAMS THAT MEET THE NEEDS OF THE COMMUNITY.**

**LEAD: Harmony Crocker**

<b>OBJECTIVES 0-2 YEARS</b>	<b>LEAD / TEAM</b>
Evaluate current educational programming and restructure options for activity levels for infants, preschoolers, and youth	
Create home school committee (staff and community)	
Provide programs and resources for caregivers of adults	
Provide multiple programs at the same time to provide family-friendly scheduling	
Partner with local artists	
Create welcome packet for people getting a first card or new to the community	

<b>OBJECTIVES 3-5 YEARS</b>	<b>LEAD / TEAM</b>
Investigate partnering with other libraries to provide programs	
Develop a community-wide "Brandon Reads" book club	
Encourage library card sign-ups at programs	

**GOAL: COLLECTIONS / SERVICES. PROVIDE AN UP-TO-DATE, DIVERSE COLLECTION THAT MEETS COMMUNITY NEEDS.**

**LEAD: Harmony Crocker**

<b>OBJECTIVES 0-2 YEARS</b>	<b>LEAD / TEAM</b>
Educate patrons on available e-services	
Connect with the community to determine specialized collection needs	
Provide recommended materials lists by staff/patrons	
Conduct an annual online patron survey for materials	
Investigate providing patron book history	

<b>OBJECTIVES 3-5 YEARS</b>	<b>LEAD / TEAM</b>
Investigate homebound book delivery	
Investigate adding Hoopla or other downloadable services	

**GOAL: FUNDING. OBTAIN DIVERSIFIED PUBLIC AND PRIVATE FUNDING TO SUPPORT THE LIBRARY IN MEETING CURRENT AND FUTURE NEEDS.**

**LEAD: Rebecca Higgerson**

OBJECTIVES 0-2 YEARS	LEAD / TEAM
Investigate 501(c)3 status	

OBJECTIVES 3-5 YEARS	LEAD / TEAM
Investigate Groveland Township partnership	
Investigate a “donate” to the library link on the website	
Create a committee and investigate grants	
Investigate patrons’ society (selling bricks, benches, memorial plaques)	

**GOAL: MARKETING / PUBLIC RELATIONS. THE LIBRARY AND ITS SERVICES WILL BE HIGHLY VISIBLE TO THE BRANDON COMMUNITY.**

**LEAD: Shauna Quick**

OBJECTIVES 0-2 YEARS	LEAD / TEAM
Provide community with an annual report	
Advertise push notifications	
Rebrand using new mission and vision statements	
Create a branded logo	
Create an Outreach team to go out into the community	

OBJECTIVES 3-5 YEARS	LEAD / TEAM
Engage “non-users”	
Plan for 100th library celebration	
Investigate electronic or solar-powered signage on M-15	

**GOAL: STAFF. THE LIBRARY WILL ATTRACT AND RETAIN A QUALIFIED AND DEDICATED STAFF.**

**LEAD: Rebecca Higgerson**

OBJECTIVES 0-2 YEARS	LEAD / TEAM
Investigate benefits for part-time staff	
Annually monitor competitive salaries and benefits for all employees	
Recognize staff strengths and utilize skills effectively	
Establish a procedure for internal and external recruitment and hiring	

Survey staff regarding an employee recognition program	
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<b>OBJECTIVES 3-5 YEARS</b>	<b>LEAD / TEAM</b>
Investigate providing scholarships for library science students	

**GOAL: TECHNOLOGY. PROVIDE TECHNOLOGY AND SUPPORT TO ALLOW THE COMMUNITY AND STAFF TO UTILIZE INFORMATION AND RESOURCES.**

**LEAD: Shauna Quick**

<b>OBJECTIVES 0-2 YEARS</b>	<b>LEAD / TEAM</b>
Investigate RFID technology	
Provide technology classes for staff and patrons	
Investigate a library App	
Investigate rent-a-Kindle/iPad	
Investigate new public printer	

<b>OBJECTIVES 3-5 YEARS</b>	<b>LEAD / TEAM</b>
Investigate recruiting youth/young adult volunteers to provide technology support to patrons	
Investigate book delivery by drone	
Upgrade Community Room technology	
Upgrade Meeting Room technology	