ESCANABA PUBLIC LIBRARY
STRATEGIC PLAN 2014 – 2019
SUMMARY

MISSION

The Escanaba Public Library connects people through information, opportunities and ideas to inspire lifelong enrichment and enjoyment.

STRATEGIC ISSUE: COMMUNITY AWARENESS & CONNECTION

Goal: Increase public awareness of library programs and services and promote the library as a civic focal point
1. Develop comprehensive marketing plan
2. Increase use and effectiveness of social media marketing tools
3. Contract the design of an updated library logo
4. Revise and re-design library informational brochures
5. Plan and implement an annual open house in conjunction with Friends of the Library
6. Strengthen alliances with school, governmental agencies and community organizations
7. Increase the library’s presence at community events and outreach locations

Goal: Increase opportunities for citizen involvement and strengthen connections with local government jurisdictions
1. Formalize volunteer recruitment, training and retention program
2. Support the City of Escanaba’s strategic initiatives
3. Make annual presentations to governing boards within library service area
4. Investigate establishment of a township advisory board

STRATEGIC ISSUE: QUALITY

Goal: Develop quality collections that meet evolving community needs
1. Increase funding for new books and materials to peer library standard
2. Adopt annual calendar for collection evaluation and maintenance
3. Identify and phase out underutilized or outdated print and media formats
4. Increase the quantity of library materials in new and emerging formats
5. Prioritize and process local history document scanning and digitization
Goal: Maximize Staff Potential
1. Create and support an environment where staff is encouraged to continually learn and grow
2. Develop and implement an annual performance appraisal process and regular coaching sessions
3. Design staff technology competencies and corresponding training plan
4. Increase the number of staff members who are cross-trained
5. Pursue technological solutions that limit the need for staff to carry out routine tasks
6. Develop plan for continual assessment and improvement in customer service practices and strategies
7. Create new opportunities for strengthening work relationships and staff morale

STRATEGIC ISSUE: ACCESS

Goal: Adapt spaces to be more inviting, accessible and responsive to use
1. Assess and improve space utilization in staff work areas
2. Facilitate library inclusion in the City of Escanaba’s Capital Improvement Plan and the Escanaba Building Authority budget.
3. Develop and implement a routine maintenance calendar in conjunction with City staff
4. Reconfigure mobile reference shelves to accommodate other public uses, including more comfortable seating
5. Refinish original Carnegie tables in reading area
6. Identify alternative space to designate for teen services
7. Fund the creation of a Facility Master Plan for long-term building needs and improvements

Goal: Explore avenues for taking library services to people
1. Coordinate volunteer effort to deliver books to nursing homes and assisted living facilities
2. Investigate mechanisms for delivery and pick up of materials to outlying locations in service area
3. Evaluate feasibility of “Books by Mail” prototype through Upper Peninsula Region of Library Cooperation

Goal: Improve public access to library services by increasing open hours to meet community demand.
1. Evaluate survey and forum responses to develop schedule of additional hours
2. Develop a staffing plan to support proposed additional hours
STRATEGIC ISSUE: OPPORTUNITY

Goal: Support current and emerging technologies to increase access to information, improve efficiency and enhance patron use of the library.
1. Evaluate current technology services and identify areas for improvement using national benchmarks
2. Adopt the strategies and activities outlined in the library’s Technology Plan for 2014-2019 in conjunction with regional libraries
3. Create opportunities for intergenerational connections through technology
4. Increase availability and reach of computer instructional classes
5. Adopt “Book a Librarian” model for scheduling individual assistance with technology and technological devices
6. Evaluate model programs for circulating e-reader devices
7. Investigate services that can be provided to/with mobile devices

Goal: Offer a unique and engaging calendar of cultural and educational opportunities for adults
1. Create and maintain programming plan that includes an annual events calendar
2. Collaborate with a variety of community partners to enhance programs and displays
3. Seek grant opportunities that support cultural programs for adults
4. Provide web-based program opportunities, such as author talks, lectures, concerts and other cultural events through interactive videoconferencing
5. Initiate rotating art displays

STRATEGIC ISSUE: SUSTAINABILITY

Goal: Explore and develop sustainable funding strategies
1. Evaluate alternative structure and governance models for public libraries
2. Explore supplemental means of securing revenue (grants, fundraising, etc...)
3. Work with the Friends of the Library to establish a Library Foundation
4. Re-negotiate contracts for library services in cooperation with township boards.

Goal: Strengthen Organizational Capacity of Library and Support Organizations
1. Implement board development training for the Library Board of Trustees
2. Ensure the library is included in the City of Escanaba’s Master Plan revision for 2014
3. Provide orientation to advocacy skills for Board of Trustees and Friends
4. Improve connections between library and other City departments
5. Collect and distribute data that demonstrates measurable impact of online library services and remote use of electronic resources
6. Review and adjust goals and strategies contained in Strategic Plan annually with the Library Board of Trustees