Lincoln Township Public Library

Strategic Plan

2022-2023

Mission

The Lincoln Township Public Library is the leading source of information and a focal point for our community, providing access to resources and programs that educate, engage, and empower.

Vision

Lincoln Township Public Library (LTPL) is focused on being the best we can for the present while planning for an even better future. LTPL will be a welcoming environment and gathering space for our community. We will be proactive in identifying community and patron needs and will be progressive in finding solutions.

Values

Trust
Respect
Equity & Inclusion
Collaboration
Optimism
Innovation

Executive Summary

This plan was the product of many hours of work on the part of a dedicated group of individuals – staff, board members, and community members – who forged a shared vision of the Lincoln Township Public Library for the future. Over the last decade our library community has grown and changed. Our growth, coupled with burgeoning citizens' demand for technology, new media, and another non-traditional library service, has served as the direction in this strategic plan. The library will serve as the place for residents to meet, share ideas, be entertained, educated and informed.

EDUCATE. ENGAGE.
EMPOWER.

Goal 1: Community Awareness

Collaborate and build partnerships to expand service capacities and leverage resources to increase engagement with the library.

Develop services, programs, and partnerships that address community needs
- Analyze user and community data in an ongoing and sustained way that aids in decision making
- Provide programmatic and service support to small businesses, entrepreneurs, and individuals in the workforce
- Foster community interaction and conversations
- Develop partnerships designed to strengthen our community
- Continue to strengthen relationships with local schools and homeschoolers.
- Strengthen, support, and promote community resources and local creators.

Goal 2: User Friendly Facility

Library users will have a safe, accessible, and modern physical place to read and work quietly or meet and connect with others.

Develop a plan to increase the space of the library, while improving the effectiveness of the current space to offer the services needed and wanted by the community.
- Identify location and space options and associated costs to increase the amount of physical library space.
- Explore the feasibility of expanding spaces or using underutilized spaces

Develop a dedicated and defined teen or makerspace area in the library.
- Gather input from teen patrons.
- Get professional consultation for designing a dedicated teen/makerspace.
- Gather information data (uses and materials/supplies) from other library makerspaces.

Update the library for aesthetics, efficiency, and comfort.
- Modernize facilities and maximize savings on operating and energy costs
- Prepare for future renovation projects

Improve wayfinding experience.
- Increase use of directional and informational signage for key locations and resources.

Goal 3: Fiscal Health

Continue to our commitment to follow sound financial practices, improve our work processes for greater efficiency, & grow community-based fundraising to support on-going viability while letting the community know how the library expends monies.

Investigate expansion of services
- Strengthen and expand reciprocal borrowing agreements with other communities.

Develop a robust program for development and fundraising
- Create a marketing strategy for development and fiscal health
- Explore alternate sources of funding
- Strengthen relationships within the community through donor stewardship

Develop and implement a volunteer group
- Plan volunteer requirements, roles, and responsibilities for volunteers.
- Manage, supervise, and track volunteers.

Goal 4: Programs & Services

Connect people to information, experiences at the library and throughout the community with experts that help them learn and grow.

Expand digital and streaming services to meet the needs of the 21st century
- Investigate the cost and sustainability of new streaming and ebook services such as Kanopy and/or Hoopla to maximize our user base.

Share what is offered in our community & develop process through which community assets are incorporated in library programs & services

Create strategies to better use underutilized library resources.
- Utilize library data to understand what resources that are underperforming
- Determine how to best develop unique ways to teach or showcase underperforming resources

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Goal 5: Accessibility of Resources and Technology

We are committed to embracing technologies and innovative approaches to services that improve our libraries, our communities, and our environment.

Implement quarterly staff training for tech competencies
- Inventory staff skill sets and cross-train on staff tech expertise
- Staff to train on reference skills and earn MeL Maven Badge
- Train staff on Readers' Advisory service and resources

Expand number of staff available for Tech Help Assistance service and streamline appointment setting.
- Train more staff to have technology competencies

Upgrade staff entry security
- Increase staff access and security

Redesign website to rebrand our site, increase traffic, generate more leads, and add functionality to improve user experience
- Increase site visitors, user sessions, mobility, and accessibility

Goal 6: Culture Building

Create a culture of greater accountability and trust by establishing and improving organizational health.

Foster better relations between employees and management with events and recognition of milestones.
- Increase yearly staff events
- Create and implement a Staff Advisory Committee

Implement photos and name tags to build familiarity between board, staff, and Friends
- Create awareness and shared understanding and belief among leadership and the workforce at all levels

Develop comprehensive training and professional development programs to increase employee job satisfaction, performance and retention
- Train and encourage staff development in order to retain talented employees

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