Wixom Public Library
FY 2021-2022 Strategic Goals

Mission: The Wixom Public Library serves the ever-changing needs of our diverse community with quality collections, services, and programs that support its informational, educational, cultural, and recreational needs.

Strategic Goals and Initiatives

1. **Literacy Skills**
   Patrons of all ages will have access to services for reading and improving their literacy skills for personal, educational or occupational goals.
   a. Children from birth to age five will have programs and services designed to ensure that they enter school ready to learn to read, write, and listen.
   b. Educate the community on the importance of early literacy.
   c. Provide opportunities to improve digital literacy skills.
   d. Foster the love of reading.

2. **Lifelong Learning**
   Patrons in all stages of their lives have access to resources that satisfy their curiosity, meet their educational needs and encourage lifelong learning.
   a. Connect patrons with the resources and experiences they need to explore topics of personal interest.
   b. Develop programs - either in-person, digital or passive - to educate and teach new skills.
   c. Provide educational programming based on current topics of interest, including current events and cultural movements.
   d. Provide information seekers answers through effective assistance and relevant education.
e. Promote artistic expression within the community by offering relevant programming, displays and outreach.

3. **Equity in Access**
   The Library is a safe, comfortable, accessible, and welcoming environment for all users.
   a. Audit existing collections to make sure that they are all-encompassing and representative of the community.
   b. Evaluate and revise procedures and policies that may impede access to Library services.
   c. Create opportunities for equitable access to technology to bridge the digital divide within the community.
   d. Consider ways to make the building a more flexible and welcoming space for all patrons, including patrons with disabilities.

4. **Marketing and Branding**
   Promote the Library as a vibrant and imperative resource at the center of the Wixom community.
   a. Continue utilizing marketing materials to promote the Library and make the community aware of services.
   b. Explore strategies to encourage non-users to use the Library.
   c. Keep the public informed of steps taken by the Library in the face of the coronavirus pandemic.

5. **Core Services and Programs (Collections, Programs and Technology)**
   Focus on fresh, dynamic collections, programs and technology that meet Library users’ changing needs.
   a. **Collections**
      i. Make sure that adequate funding is available for each physical and digital collection. Examine statistics to determine the best areas in which to increase budget allocations and purchasing quantities.
      ii. Maintain and weed all existing collections to ensure materials are current, in good condition and of interest to the community.
      iii. Meet demand for electronic resources, which are experiencing the highest rate of circulation increase.
iv. Evaluate subscription databases and online services for usage and need. Recommend retention, elimination, and addition as necessary.

b. Programs
   i. Evaluate programs for effectiveness and determine whether the range of programs offered serves the entire community. Recommend the retention, elimination and addition of new ones.
   ii. Complete Craft Room renovation for in-person programs for all ages.

c. Technology
   i. Patrons will be able to connect with the Library 24/7 to obtain information and materials through up-to-date, user-friendly digital services.
   ii. Continue to maintain and improve technology for staff and the public.

6. A Flexible and Proactive Library
   Respond to and evolve with changing community needs by adjusting existing offerings and implementing new services as feasible.

   a. Continue to respond to changing needs during the coronavirus pandemic
      i. Keep the building clean and sanitized during the coronavirus pandemic.
      ii. Maintain flexibility on library layout
      iii. Keep up-to-date on state orders and all best practices related to the coronavirus pandemic.
      iv. Make appropriate decisions on opening phases, which services to offer in the building, and what safety measures to require of staff and visitors.

   b. Maintain a balanced operating budget even in the midst of the coronavirus pandemic, including monitoring its impact on revenues and expenses.

   c. Encourage staff at all levels to attend relevant virtual conferences, workshops, webinars and online courses.
d. Investigate new products, programs, and services, and implement them when feasible. Evaluate the effectiveness of existing services to keep, modify, or discontinue services as appropriate.

e. When feasible, adjust the budget and building to accommodate constantly changing services and technology.

f. Inform the Library Board of Trustees and Friends of the Library of important developments and trends in the library field.