



Wixom Public Library  
Read. Discover. Connect.

## **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.