

NOVI PUBLIC LIBRARY – 2011/2012 GOALS

Marketing/Relationship Building/Outreach

Goal #1: Promote the Library in Novi's residential and business communities; consider new avenues for promoting library services to non-library users; leverage existing resources whenever possible.

Strategy:			
Promote the use of Convenient Services (drive-up window, after-hours lockers, self-service holds, self-checkout).			
Tactic	Owner	Status	Due Date
Develop list of when to promote which services; work with Laura to develop publications or bookmarks	Support Services; Marketing	Supervisors will develop topics to promote from each area; ideas developed for promotion	1/12
Create monthly PSAs with staff promoting services	Marketing; Support Services; IT/Facilities		
Strategy:			
Offer surveys to see how Convenient Services work for users, what services are/are not used, why.			
Tactic	Owner	Status	Due Date
Consider a give-away for patrons taking part in surveys	Admin	Public survey underway during Nov. & Dec.	12/11
Strategy:			
Set benchmarks to measure success of Convenient Services.			
Tactic	Owner	Status	Due Date
Survey other libraries using automatic sorting technology and self-checkouts re: % of checkout; prepare documentation on services and what other libraries do	Admin		
Strategy:			
Determine if/why people from community are not coming to the Library.			
Tactic	Owner	Status	Due Date
Hold focus groups in community	Admin	Strategic Planning Committee to implement; based on patron database records, City provided maps showing where cardholders live and density of patrons in various areas of city; shared with Strategic Planning Committee	4/12
Strategy:			
Increase resident usage of Library services.			
Tactic	Owner	Status	Due Date
Promote Library services through radio and television	Admin; Info Services	JF on WAAM, 1/7/12; MEKO on Michigan Literary Network, 11/30/11, NPL on Fox 2 Money Matters	5/12
Promote Library services through newspapers and electronic media	Admin	MEKO in Novi News, Novi Patch & Metro Parent	5/12

Strategy:		Determine appropriate hours and levels of service.	
Tactic	Owner	Status	Due Date
Report on other libraries' hours and services; during budget discussions, consider costs for adding hours	Admin; Board	DSLRT report completed; stats to be provided in Jan.	12/11
Evaluate 4-hour time frame for moving holds to drive-up window; determine if this can be shortened	Support Services; Info Services	Staff discussed and sent recommendations to Administration; changed to 2-hour time frame	10/11; 12/11
Strategy:		Increase usage of services and facility with community partners.	
Tactic	Owner	Status	Due Date
Send brochure of library services to Novi School Admin.	Admin; Info Services	Welcome brochures sent monthly in English and Japanese to be included in new school packets; Schools informed of additional database (TumbleReadables)); informed schools of the availability of an app for TumbleBooks	1/12; 2/12;3/12; 4/12
Provide special library cards for Novi schools	Admin; Support Services	Cards provided to Admin.	completed 10/4/11
Provide special library cards for business community	Admin; Support Services	Will begin in January; guidelines reviewed; finalizing plans for implementation	1/12
Provide incentives for students to obtain library cards	Info Services	Flyer distributed to all Hickory Woods students encouraging NPL card holders and non-cardholders to return flyer to the library for a prize	3/12
Partner with Novi School District on "Seven Habits of Highly Effective People Book Study"	Info Services	3 part series 2/21, 2/28, 3/6	3/12
Partner with Novi School District to host "Coffee with the Superintendent"	Admin	Twice a month during school year	3/12; 4/12; 5/12
Strategy:		Engage staff in informal patron surveys at service desks.	
Tactic	Owner	Status	Due Date
Develop "did you know..." questions to promote services	Info Services; Support Services		
Strategy:		Improve reporting of statistics for library/building/technology usage.	
Tactic	Owner	Status	Due Date
Report on material usage	Support Services	Report provided to Admin	completed 8/30/11

Report on NPL website hits	IT/Facilities	Reports to be provided 2x/year: July & Jan., next FY	7/12
Report on monthly door counts (library visitors)	IT/Facilities	Reports are provided monthly	10/11

Collections/Services/Programs/Technology

Goal #2: Provide and maximize technology, programs, services and collections that meet the changing needs of our community.

Strategy:	Report on types of materials checked out to determine if funds can/should be reallocated.		
Tactic	Owner	Status	Due Date
Report on material usage	Support Services	Report provided to Admin	10/11; completed
Improve sharing of materials through TLN	Support Services	Local hold item types eliminated/changed	3/12
Strategy:	Consider collection development and its trend toward multimedia.		
Tactic	Owner	Status	Due Date
Research and report on shift from books to multimedia	Info Services		
Strategy:	Consider implementing different types of technology (I-pad, e-readers) to meet patron needs.		
Tactic	Owner	Status	Due Date
Acquire new equipment	IT/Facilities	Purchased Barnes & Noble Nook Color, Samsung Galaxy Tablet, Apple iPad2, Kindle Fire 7 Touch; Friends donated money to purchase Kindle; AWE early literacy stations were added earlier this FY	10/11; 1/12; 2/12
Provide training for staff to be able to use new equipment with patrons	IT/Facilities; Info Services	Info staff has received training on all our e-reader and tablet devices and converting from VHS to DVD using Edius software	11/11; 1/12; 2/12
Offer new technology training for public	IT/Facilities; Info Services	E-reader sampler session held in November; four more sessions being offered May-August; convert from VHS to DVD classes offered to public; increased scheduled Tech Times to 4 per month with many additional impromptu sessions	2/12; 4/12
Strategy:	Determine what patrons want more of.		
Tactic	Owner	Status	Due Date
Report on material usage, including info re: books vs. multimedia	Support Services	Report provided to Admin	10/11; completed 8/30/11

Strategy:		Partner with the community for programming.	
Tactic	Owner	Status	Due Date
Schedule six programs on health topics with St. John Health System/Providence Park	Info Services	Fall programs: Skin Care and Cosmetic Advances, 9/11; Food Labels & Lies, 10/11; Screening for Meaning, 11/11 Winter programs: Getting Fit and Healthy in the New Year, 1/26; Love Your Heart, 2/21; Controlling Migraines, 3/19...series completed	4/12
Partner on three programs with Oakland County Community Health Authority	Info Services	Presented Impact of Bipolar Disorder on the Family, 1/30; Talk with Former Lions Quarterback, Eric Hipple, 2/22; Growing Old Gracefully, 3/22	4/12
Coordinate with the Neighborhood Library Association for the annual Community Read Events	Info Services	Author visit with Garth Stein was the culmination of the Community Read Events; committee meeting regularly in process of selecting next book/author	11/11; 4/12
Partner with United States' Office of Congress	Administration	Helped facilitate the 30 th Annual Congressional Art Competition with Thaddeus McCotter's office.	4/12

Staff Development

Goal #3: Provide a well-trained, appropriately compensated staff who are engaged in the Novi community and within the library profession.

Strategy:		Investigate what soft perks would be of interest to staff in lieu of monetary compensation.	
Tactic	Owner	Status	Due Date
Survey staff re: desirable soft perks	Admin		11/11
Survey staff re: how to spend \$2,000 from Library of the Year award (for customer service) as a reward for staff	Admin	Staff had opportunity to suggest ways to spend the \$\$, then to narrow down to best options, then to vote on final choice: \$25 to each staff + luncheon	12/11

Strategy:	Engage staff in providing feedback about services and procedures.		
Tactic	Owner	Status	Due Date
Survey staff re: what we can stop	Admin	Asked staff for ideas about what processes, services, etc. could be eliminated to be more efficient and cost effective; suggestions were reviewed by Management and implemented if possible; results of survey provided to staff	11/11
Survey staff re: IT/Facilities in new building	Admin	Asked staff for feedback on these areas; implemented some changes based on observations; reviewing other suggestions for feasibility; results of survey presented to staff	11/11
Provide opportunities for staff to meet with Director	Admin	Director/staff "one-on-ones" held in Dec. & Jan.; Director shared with Management ideas for improvement to investigate	12/11; 1/12
Strategy:	Determine if our benefit packages are beneficial and relevant.		
Tactic	Owner	Status	Due Date
HR Committee and Finance Committee to review	Admin; Board	Reviewing; adopted 80/20 healthcare payment plan	10/11
Strategy:	Ensure NPL staff is recognized within profession: conferences, workshops, speaking engagements.		
Tactic	Owner	Status	Due Date
Provide opportunities for participation with MLA and other organizations	Admin	7 staff attended annual MLA conference; Director is chair for 2012 MLA conference; PW attended annual MAME conference; WT & MEM attended MeLCat Users Day; WT attended annual meeting of Michigan Users Group for Sirsi Dynix; MP on MLA programming committee; BD on MLA Print to Digital Committee; JF, KK, SC attended PLA conference; JP attended MLA Spring Institute; NPL hosted MLA's Books, Bytes and Beyond Conference	10/11; 11/11; 3/12; 3/12
Maintain staff participation with TLN committees	Admin	WT attends SASUG and Technical Services committees; BR attends TechComm; AS is Chair-elect of Youth Services committee; KK attends Adult Services committee meetings; MJR attended Overdrive committee meeting; AP presented to TLN TechComm about VMware; NPL continues to be	11/11; 1/12; 3/12

		popular location for hosting TLN meetings	
Strategy:	Ensure adequate training and development for staff.		
Tactic	Owner	Status	Due Date
Provide training to supervisory and other staff	Admin; Managers	4 Clerk IIs attended "How to Supervise People"; JD attended Black Belt Librarian workshop; BB attended OSHA training; ; AP attended VMware training; DD attended Evanced training; 15 staff attended CPR/AED training at Fire Dept.; Info Services attend Brainfuse & Entrepreneurship webinar; KK attend "Integrating iPads into Library Services;" MJR attend "Keeping up with the Techno Geeks;" JP/SC attend "Collaborating with teens to build better library programs;" JP attend "BER YA Lit" workshop; MJR/BD attend "Books, Bytes, and Beyond;" KB attend "Connecting Entrepreneurs with Michigan Libraries;" EL attend genealogy workshop; BR, WT, MZ attended training for videoconferencing	8/11; 9/20/11; 10/11; 11/11; 2/12; 1/12; 3/12; 4/12; 5/12
Provide annual Staff Development Day	Admin	Staff Day on Nov. 18 included workshop on stress in the workplace and breakfast provided by St. John Providence, review of new HR manual, departmental meetings, tour of Clinton Macomb Library	11/11

Financial for Operations

Goal #4: Balance the needs of the community with fiscal responsibility.

Strategy:	Create a capital expenditure plan.		
Tactic	Owner	Status	Due Date
Develop guidelines for fund balance usage	Admin; Board	Finance Committee working on this	12/11

Strategy:	Undergo building inventory and future needs assessment.		
Tactic	Owner	Status	Due Date
Take inventories of building infrastructure, furniture, and miscellaneous items such as Library van	IT/Facilities	Infrastructure inventory completed 11/11; furniture in public spaces due 2/12, nearing completion; furniture in staff spaces and miscellaneous due 5/12, in process; inventories completed and being documented	11/11; 3/12; 4/12
Strategy:	Undergo technology inventory and future needs assessment.		
Tactic	Owner	Status	Due Date
Take inventory of technology in public spaces	IT/Facilities	Inventory completed 11/11	11/11
Take inventory of technology in staff spaces	IT/Facilities	Inventory due 1/12; completed	1/12
Strategy:	Implement a three year technology plan.		
Tactic	Owner	Status	Due Date
Revise technology plan	IT/Facilities	In process	6/12
Strategy:	Work with City of Novi Finance Department to forecast future revenues and expenditures.		
Tactic	Owner	Status	Due Date
Receive/review monthly reports and calendars from City regarding various contracts to pursue shared cost savings	Admin; IT/Facilities	Ongoing; exploring opportunity for City to share Library's circuit/Internet through TLN to save costs; contract drafted to implement sharing circuit	10/11; 3/12; 4/12
Strategy:	Maintain process of one year budget and two year projection.		
Tactic	Owner	Status	Due Date
Budget process continues yearly	Admin; Board	Ongoing; budget review sessions scheduled: Jan 29 & Feb 11 with approval planned for Feb 15	3/12
Strategy:	Target to break even and meet library budgetary needs without deficit spending.		
Tactic	Owner	Status	Due Date
Budget process continues yearly	Admin; Board	Ongoing	10/11
Strategy:	Consider investment strategy option for long term planning of library reserves.		
Tactic	Owner	Status	Due Date
Discuss future spending options for Library	Admin; Board	Finance Committee met on 12/17	

Fundraising			
Goal #5: Create fundraising opportunities for our community to continue to grow the library's collections, services, and programs.			
Strategy:	Pursue grant opportunities.		
Tactic	Owner	Status	Due Date
Metro Detroit Book & Author Society award	Admin; Info Services	KB applied for Business Collection resources	10/11
2011 State Librarian's Excellence Award (Library of the Year)	Admin	JF applied for award 9/11; WE WON!! Received trophy and \$2,000 for superior customer service	10/11
Apply for Business Recognition Award for Customer Service sponsored by City of Novi, Novi Rotary, and Chamber of Commerce	Admin	Application submitted 1/9/12	
Strategy:	Plan at least one significant fundraising event a year for operational purposes/offset general fund.		
Tactic	Owner	Status	Due Date
Book It! annual event	Admin	Committee of staff and volunteers working on 2012 event: Hollywood Nights, 10/11; sponsors and volunteers getting on board; committee meetings 1/25, 3/8, 3/20, 3/27, 4/10, 4/24; successful event held 4/27, raising \$11,000	4/12
Reach out to local businesses for fundraising / sponsorship support	Admin	Met with Sam's Club / WalMart 2/12; Paradise Park to sponsor 2 SRP events; Sam's Club sponsoring annual appreciation breakfast for volunteers/staff	3/12; 4/12
Plan other fundraising programs / events at NPL	Admin	Scrapbooking for a Cause held 1/28/12; next scrapbooking event scheduled for Aug. 4	5/12
Strategy:	Create a calendar of events for fundraising.		
Tactic	Owner	Status	Due Date
	Admin		
Strategy:	Actively recognize sponsors/partners for fundraising initiatives.		
Tactic	Owner	Status	Due Date
Seek opportunities for internal and external programs with a fundraising or donation element	Admin	Staff raised \$590 through Macy's Shop for a Cause program in July/August; donation of 8 presentation easels by school board member Dennis O'Connor; Crawford party fundraising for historical display case raised \$5,000; display case to be ordered;	Ongoing; 12/11; 5/12

		historical display in lobby changes every 4 months	
Send letter for annual donation drive	Admin	592 letters sent to previous donors reminding them of tax credit opportunity for 2011; \$6,021 donated (to date) in response to letter	12/11
Strategy:	Execute "Gift for Tomorrow" campaign.		
Tactic	Owner	Status	Due Date
Fundraising Committee to work on this	Admin; board		
Strategy:	Maintain and promote existing donation opportunities (brick pavers, trees, books, etc.)		
Tactic	Owner	Status	Due Date
Fundraising Committee to work with staff	Admin; Board	Ongoing	

Board Structure/Development			
Goal #6: Ensure that the Library has an engaged and active Library Board that represents the Library in Novi and the larger library community.			
Strategy:	Engage Trustees in actively promoting/soliciting for the "Gift for Tomorrow" campaign.		
Tactic	Owner	Status	Due Date
Fundraising Committee to work on this	Admin; Board		
Strategy:	Assign a Trustee to actively participate with Novi Historical Commission.		
Tactic	Owner	Status	Due Date
Strategy:	Engage Trustees in State Library initiatives.		
Tactic	Owner	Status	Due Date
Strategy:	Engage Trustees with Friends of Library.		
Tactic	Owner	Status	Due Date
Assign a liaison from Library Board to Friends Board	Board	L. Kilgore to be liaison for 2012	12/11
Strategy:	Engage Trustees in Library programs and services.		
Tactic	Owner	Status	Due Date
Trustees to volunteer as ambassadors at Welcome Desk	Board; Admin	Trustees cover Monday night (7:00-9:00) desk shift on a rotating schedule	12/11

Planning			
Goal #7: Develop a new five-year strategic plan.			
Strategy:	Review long term endowment thinking and plan for investment strategies/guidelines.		
Tactic	Owner	Status	Due Date
Finance Committee to work on this	Admin; Board		
Strategy:	Achieve QSAC (Quality Services Audit Checklist) "essential certification.		
Tactic	Owner	Status	Due Date
Implement changes as needed to meet QSAC requirements and submit request for certification	Admin	MEM working through checklist	6/12
Strategy:	Actively engage in Novi community organizations, boards, and commissions to promote the library.		
Tactic	Owner	Status	Due Date
Provide library tour for all school teachers/staff	Admin; Info Services	Library staff presented to approx 500 school staff on 8/30; tour of building given to all K and 1 st grade Village Oaks students	8/11; 3/12
Promote library to School Board in October and May	Admin	MEKO presented at October and May school board meetings	10/11; 5/12
Connect with other community organizations	Admin; Info Services	MEKO & TMS attended open house at Japanese School; MEKO & MS conducted tours for the English as a Second Language adult students	11/11
Strategy:	Establish strategic planning committee; develop strategic plan for services, resources, materials.		
Tactic	Owner	Status	Due Date
Include Board, staff, community	Admin; Board	Trustees Kilgore, Mena, and Sturing to represent Board; other committee members to be added; meetings will begin in January; met 1/25/12, 4/4/12	1/12; 4/12
Strategy:	Work towards creating a ten year financial plan (2012-2022).		
Tactic	Owner	Status	Due Date
Finance Committee to work on this	Admin; Board		
Strategy:	Support efforts of Historical Commission and Friends of the Library; include members in planning.		
Tactic	Owner	Status	Due Date
Work with Historical Commission and Friends Board	Admin; Board	Coasting the Baseline marker dedicated 9/20; Friends series of programs continuing	11/11

Strategy:		Review Public Policy Manual.	
Tactic	Owner	Status	Due Date
Policy Committee to work on this	Admin; Board	Management team began reviewing policies to present to Board for review/revision	5/12
Strategy:		Review Human Resources Policy Manual.	
Tactic	Owner	Status	Due Date
HR Committee to work on this	Admin; Board	Review/revision completed; policies approved 9/21; new manual presented to staff 11/18	12/11
Strategy:		Review building and grounds security with Novi Police Department.	
Tactic	Owner	Status	Due Date
Review building/grounds security with Novi Police	Admin; IT/Facilities	BR met with Det. Boody; also met with Vidcom; received priority recommendations for 3 possible phases from Novi Police; obtained pricing from Vidcom; seeking additional quotes; scheduling installation; new cameras installed	11/11; 12/11; 2/12; 3/12