2012-2016 Strategic Plan Highlights


- **Collaboration**: ODL receives Partnership award from the State 4-H for Lego Robotics program. AAESA writes a grant for ODL for summer reading science kits. United Way awards a $7,000 grant to fund 1000 Books Before Kindergarten for all Allegan County Libraries.

- **Publicity and Services**: Early Literacy Center added to ODL. Newsletter mailed direct to patron's mailboxes. Water and sand play added on patio for summertime. Candyland received excellent publicity including visits from two TV news channels.

- **Professional Development**: 6 staff members qualify for Library of Michigan Certification. Director attends MLA Leadership Academy. Director receives MLA "Up and Comer" award. Annual in-library Clerk Training Day added for staff development.

- **Technology**: New computer maintenance service, many new staff and patron computers added, 20 widescreen monitors added, new photocopiers, Smart TVs added. New touchscreen endcap card catalogs, Mac computer added for patron use, Hoopla service introduced.

- **Funding and Efficiency**: Additional parking lot added through successful capital campaign conclusion ($24,024) and fund balance. Evelyn Sweet memorial donation ($31,442) New funding sources: Paper Gator, USF Fund, Scholastic Book Fair, Bottled Water sales, Book bag, and Button sales. Library’s debt bonds refunded saving the community $245,000.

STRATEGIC PLAN
2017 - 2022

**Vision**
The Otsego District Public Library is recognized as an innovative and valuable resource for the community.

**Mission**
The Otsego District Public Library enriches the community by connecting people with information, each other, and the world.

**Values and Beliefs**
*We believe the Otsego District Library will:*
- Provide a professional and welcoming community atmosphere
- Literacy encouraged, especially in children.
- Adapt to changing needs.
- Communicate the library's wide range of resources.
- Express the value of the library.
Goal 1  Increase patron engagement by offering innovative programming.
- Introduce new programs – be deliberate about targeting various age groups. (i.e. Life-long learning; drones; coding; 1000 Books Before Kindergarten events, new teen programs.)
- Create early literacy connections (preschools, schools; class visits.)
- Create a signature library event seasonally.
- Increase online usage (Hoopla, Overdrive).

Goal 2  Explore collaborative opportunities.
- Identify and plan one collaboration opportunity for each of the following groups: all schools (including homeschoolers), community groups and businesses, and the senior community.
- Collaborate with other area libraries.
- Install a Little Free Library in Alamo Township.
- Explore feasibility of teacher cards and delivery of materials to Otsego Public Schools.

Goal 3  Communicate and promote the library and its services.
- Promote complete line of programs and services the library provides.
- Solicit input on library programs and make changes as necessary.
- Explore adding a billboard to M-89.
- Add E-mail communication for patrons
- Investigate cost/feasibility to add a digital road sign.

Goal 4  Provide current technology for patrons and staff.
- Focus on providing innovative technology for all ages (Telekin all-in-one computer for seniors, children’s tablets; Wi-Fi hot spots; explore Video to DVD conversion station idea.)
- Expand software options for Patron PCs – Photoshop, editing, educational tutorials
- Revisit technology objectives annually.

Goal 5  Ensure financial stability for the library.
- Explore and recommend new funding sources.
- Explore new ways to operate more efficiently.
- Identify ways to fund library improvements (i.e. add an additional emergency exit door, add an outdoor stage)
- Explore ways to fund additional staffing and extended/alternative hours.

Goal 6  Provide professional development for the Library Director/Assistant Director, staff and library board to achieve vision, mission and beliefs.
- Encourage each staff member to complete one professional activity biannually.
- Expand funding for training
- Encourage Library Director to be involved at a local and state level with library associations and cooperatives.

2017 Library Leadership:
Library Director  Andrea Estelle
Assistant Library Director  Diane DeVries

Library Board:
President  Jackie Bennett
Vice President  Robin Rowe
Treasurer  David Goodrich
Secretary  Nancy Seibert
Trustee  Melissa Koenig
Trustee  Bart Seelye