



OTSEGO DISTRICT PUBLIC LIBRARY

INNOVATE • INTERACT • INSPIRE



2012-2016 STRATEGIC PLAN HIGHLIGHTS

- ♦ **Programming:** Innovative programming brings in many visitors: "Bananas about Books" Patron Appreciation Day, Candyland, Santa and Reindeer visit, Mini Golf, Lyrics on the Lawn annual summer concert series. Summer Reading Program style changes. Teen programs expand. Ongoing partnership with SculptureWorks brings art from nationally-recognized sculptors on exhibit. Sculpture "Library Cat" by Rosetta purchased via fundraising efforts.
- ♦ **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.

INNOVATE. INTERACT. INSPIRE.

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.

Otsego District Library

2017 - 2022 Strategic Plan Update

GOALS AND OBJECTIVES

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	Jacque Bennett
Vice President	Robin Rowe
Treasurer	David Goodrich
Secretary	Nancy Seibert
Trustee	Melissa Koenig
Trustee	Bart Seelye

