

Romulus Public Library

Strategic Plan 2018 – 2021



Serving Romulus and Huron Township



Library Board: Jim Napiorkowski, President – Bill Wadsworth, Vice President and Romulus City Council Liaison – Debbie Hoffman, Treasurer – Candace Myshock, Secretary and Huron Township Representative – Candy Lewkowicz, Trustee

Library Director: Patty Braden

11121 Wayne Road
Romulus, MI 48174
734-942-7589
www.romuluslibrary.org

Approved by the Library Board December 17, 2018

Special thanks to the Strategic Planning Committee

Kathy Abdo - Councilwoman, City of Romulus and National Honor Society Director,
Romulus Community Schools

Carole Bales - Community Member

Gerilyn Baty - Teacher, Romulus Community Schools

Patty Braden - Library Director

Kathy Carleton-Beh - Huron Township

John Chont - Huron Township Trustee

Tanya Cofield - Recreation Dept Director, City of Romulus

Jazmine Danci - Director of Community Outreach, City of Romulus and Romulus Rotary
Board Officer

Sue Dossette - Secretary/Treasurer, Friends of the Library

Carolyn Jones - American Progressive Association

Candy Lewkowicz - Community Member

Marjie McAnally - Superintendent, Romulus Community Schools and Chamber of
Commerce Board Member

Stacey Mefford - Reading Interventionist, Romulus Community Schools

Jim Napiorkowski - Library Board President and Business Owner

Barb Stanicz - Vice President and Book Sale Committee Member, Friends of the Library

Tina Talley – Romulus City Councilwoman

Jessica Wilhoite - Assistant Director/Youth Services Librarian

Julie Wojtylko - Chief of Staff, City of Romulus

Executive Summary

The 2018-2021 Strategic Plan is the beginning of a new phase of planning for the Romulus Public Library. Previously, the goal had been to achieve the Library of Michigan certification requirements as outlined in the Quality Services Audit Checklist. These requirements focus on seven specific areas: human resources, governance and administration, services, collection development, technology, facilities and equipment, and public relations/marketing. In January 2017, after five and a half years of work, certification at the Essential Level was achieved. This was a huge accomplishment and an important milestone for the Library. These requirements provided focus and direction to improve library services, increase library hours, and enhance library collections.

Simultaneously, the director, staff, and board recognized the need to complete a renovation of the staff work areas in order to improve workflow efficiency and enhancements were made to modernize the public space.

The next goal was to achieve state certification at the Enhanced Level. Requirements for this certification focus on the same seven categories, but at a higher level. In just under two years, these requirements are expected to be met and certification at the Enhanced Level will be realized by year end 2018.

Understanding that the Library needed a plan to move forward beyond the requirements for state certification, in August 2017, the Library Board approved the formation of a committee to help establish a three-year strategic plan. Every person asked to serve on the Strategic Planning Committee said 'yes' without hesitation, a clear indication that our community supports its Library!

In order to save monetary resources, the Library Board appointed the Library Director to facilitate the planning process. The Board engaged Novi Public Library Director, Julie Farkas to act as consultant and to assist the director with preparations for the plan.

The top five service priorities selected by the Strategic Planning Committee are: *Create Young Readers: Early Literacy; Learn to Read & Write: Adult, Teen, and Family Literacy; Satisfy Curiosity: Lifelong Learning; Visit a Comfortable Space: Physical and Virtual Spaces; and Marketing the Library.* These service priorities and the goals to achieve them were approved by the Library Board on October 15, 2018 as the key areas we will focus on for the next three years.

The Strategic Plan will be used to determine quarterly "rocks" (90-day projects). Progress on the plan will be reviewed regularly by the director, the leadership team, and the Library Board and communicated in the director's monthly and annual reports.

I am thankful to the staff, Library Board, library leadership team, city employees, committee members, our consultant, and the residents who participated in the planning process and provided feedback. We received many great ideas that will move us forward and help shape the library for today and for future generations.

Patty Braden, Library Director

Summary of the Planning Process

The strategic planning process occurred during a fifteen-month period from August 2017—November 2018. Guidelines found in *Strategic Planning for Results* by Sandra Nelson for the Public Library Association (American Library Association, 2008) were used for the process. Strategic plans from area libraries were also consulted, including those from Novi Public Library, Wixom Public Library, and Dexter District Library. Consultant, Julie Farkas provided invaluable input throughout the planning process via multiple emails, phone meetings, and face-to-face meetings with the director.

Targeted Outreach

In an effort to reach as many residents as possible, the Library Director met with nine different community organizations from February—April 2018 to provide information on what the Library was currently working on, to garner support for the Library, and to encourage participation in community feedback sessions.

A community survey was conducted and formal group discussions were held with residents in Romulus and Huron Township and with staff. These forums, facilitated by our consultant and the director, constituted a grass-roots approach to gather input on the chief areas the library should focus on for the next three years. Feedback was also gathered from parents and caregivers who attend our story times, teens who attended our teen programs, and our Friends group.

The patron survey generated 23 responses and 16 people offered feedback at five community forums. All feedback was documented and organized into the library service responses suggested in the *Strategic Planning for Results* guidebook. The top five service priorities were then selected from the list.

What We Learned

The survey and the feedback sessions revealed that the community is highly satisfied with the Library. The top five strengths indicate that patrons enjoy our convenient location near I-94 and city buildings, our knowledgeable, friendly, helpful staff; open layout of space; convenience of downloadable materials; and the new front doors. The top observations for improvement were made clear — patrons need rooms for quiet study and tutoring, a bigger library building, more programs/services on topics of interest, and better marketing of the library within the community. All of these suggestions are considered vital for our continued success.

The feedback also reveals that there are tremendous opportunities to improve the quality of life for residents in our community through improved library services, space, and outreach. The Library will necessarily increase our focus on meeting the needs of residents of all ages, recognizing growth in the baby boomer and older adult populations and the needs of our young adult residents. We will consider ways to reach out to users and non-users to meet community needs and increase library usage.

Strategic Plan Timeline November 2017 – February 2019

Task	Approval Point	Action	Date
Task 1	Approval Point	Introductory Committee Meeting #1 - November 14, 2017 Design Planning Process Decide why, what, when, where and who Develop a marketing strategy Present information to the Library Board at November 20, 2017 meeting	Nov 2017
Task 2	Approval Point	Create a Library Financial Plan and receive Board approval Present information to Library staff	Dec 2017
Tasks 3, 4		Committee Meeting #2: - January 23, 2018 Present fact sheets about the community and the library to the committee Hold Community Feedback Forums to gain input on services Survey the public in library and online Before Third Committee Meeting Send committee members, staff and board notes from the first/second meeting as well as preliminary service responses Meet with staff to identify current library strengths and weaknesses in relation to the draft priorities and to identify threats and opportunities if drafts become the library priorities	Jan 2018 Feb/Mar/ Apr 2018
Tasks 5, 6	Approval Point	Committee Meeting #3: - May 1, 2018 Identify a community vision and community needs. Select preliminary library service responses Before the Fourth Committee Meeting Ask Library Board to review the committee work and approve or recommend changes Review preliminary library service responses with Leadership Team and Staff	May 2018
Tasks 7, 8		Committee Meeting #4: - June 14, 2018 Review Community and Staff Feedback, identify a community vision and needs. Select preliminary library service priorities Adjust Top Five Library Service Responses as needed Before Presenting the Plan to the Board Work with Leadership Team to develop goals and objectives based on the service responses and target audiences identified by the planning committee Work with Leadership Team to develop a preliminary list of action items for each goal Based on goals and action items, determine what resources will be required Develop preliminary plan to obtain those resources Revise the plan as needed Send it to the Board Members prior to their meeting	June 2018 July/Aug/ Sept 2018

Task 9	Approval Point	BOARD MEETING – October 15, 2018 Present preliminary plan (goals/action items) to the library board and ask for approval	Oct 2018
Task 10, 11	Approval Point	Before December 17, 2018 Board Meeting Prepare Executive Summary of the Plan (narrative) BOARD MEETING – December 17, 2018 Present Executive Summary to the library board and ask for approval Present timeline for implementing the plan for Years 1, 2, and 3 Communicate the Plan Distribute the final plan to the committee members and staff Continue to implement the marketing strategy for the plan	Dec 2018
Task 12		Implement the Plan Begin implementing 2018-19 action items that do not require additional resources Monitor implementation of the Plan Allocate resources for 2019-20 goals as part of budget planning	Dec 2018– June 2019 Jan-Feb 2019 Ongoing

Library Trends

Public libraries are vibrant community centers that are constantly evolving to meet the high expectations of their patrons. Successful public libraries focus on people, place, and platform, offering in-house and virtual collections and services, skills training and lifelong learning opportunities, and space to work, play, and learn. Our goal is to provide a safe, comfortable environment where users feel at-home while in the Library and be able to connect to the Library while at home, 24/7.

Possibly the most obvious direction libraries will trend involves more seamless integration of technologies at a faster, more sophisticated pace. With so many exciting new devices and concepts such as e-book readers, tablet PCs, open source, and more, libraries will need plenty of resources to meet community demands. The library will continue to play a vital role in providing access to technology and classes on how to use it.

Emphasizing Community Space, public libraries serve as a community center that is focused on learning rather than just literature. Today's library is both a physical and virtual place, but it continues to be the physical presence of the library that anchors it most firmly in the community.

Demographics

Romulus Public Library serves the residents of Romulus and Huron Township with a total population of 39,868. Demographics for both communities were gathered from U.S. Census data and demographic projections available through the Southeast Michigan Council of Governments (SEMCOG). This information was used to identify population trends that would influence library services, materials selection, program choices, and design and size of the physical space.

U.S. Census statistics for 2010 show that the population of Romulus is 23,989 and the population of Huron Township is 15,879. Community trends indicate that both communities are growing.

Population and Households — Romulus

Population and Households	Census 2010	Change 2000-2010	Pct Change 2000-2010	SEMCOG Jul 2017	SEMCOG 2045
Total Population	23,989	1,010	4.4%	23,540	26,330
Group Quarters Population	285	80	39.0%	227	275
Household Population	23,704	930	4.1%	23,313	26,055
Housing Units	9,946	1,003	11.2%	10,039	-
Households (Occupied Units)	8,975	536	6.4%	9,101	10,678
Residential Vacancy Rate	9.8%	4.1%	-	9.3%	-
Average Household Size	2.64	-0.06	-	2.56	2.44

Population and Households — Huron Township

Population and Households	Census 2010	Change 2000-2010	Pct Change 2000-2010	SEMCOG Jul 2017	SEMCOG 2045
Total Population	15,879	2,142	15.6%	15,325	19,901
Group Quarters Population	73	-16	-18.0%	50	59
Household Population	15,806	2,158	15.8%	15,275	19,842
Housing Units	6,103	1,215	24.9%	6,282	-
Households (Occupied Units)	5,781	1,036	21.8%	5,797	7,761
Residential Vacancy Rate	5.3%	2.4%	-	7.7%	-
Average Household Size	2.73	-0.14	-	2.63	2.56

Population Trends

Although the current senior population (age 65 and older) is relatively low in both communities, SEMCOG projects that this population group will see the highest growth rate in the next 25 years of any other age group.

The population group age 25-54 is also expected to grow in both communities. While age 0-17 are expected to decrease in Romulus, this age group is expected to increase in Huron Township.

Forecasted Population Change 2015-2045 — Romulus

Age Group	2015	2020	2025	2030	2035	2040	2045	Change 2015 - 2045	Pct Change 2015 - 2045
Under 5	1,711	1,747	1,741	1,667	1,646	1,695	1,680	-31	-1.8%
5-17	4,559	4,233	4,389	4,320	4,243	4,387	4,399	-160	-3.5%
18-24	2,129	2,136	2,080	2,032	1,995	2,048	2,117	-12	-0.6%
25-54	9,811	9,869	9,788	10,084	10,254	10,789	10,890	1,079	11%
55-64	3,277	3,181	2,984	2,950	2,794	2,989	3,299	22	0.7%
65-84	2,209	2,496	3,185	3,350	3,503	3,375	3,268	1,059	47.9%
85+	314	256	258	303	401	535	677	363	115.6%
Total	24,010	23,918	24,425	24,706	24,836	25,818	26,330	2,320	9.7%

Forecasted Population Change 2015-2045 — Huron Township

Age Group	2015	2020	2025	2030	2035	2040	2045	Change 2015 - 2045	Pct Change 2015 - 2045
Under 5	1,093	1,045	1,028	1,070	1,139	1,188	1,226	133	12.2%
5-17	2,585	2,458	2,299	2,460	2,633	2,788	2,843	258	10%
18-24	1,333	1,265	1,185	1,260	1,320	1,396	1,444	111	8.3%
25-54	6,356	6,217	6,072	6,438	6,940	7,390	8,000	1,644	25.9%
55-64	2,136	2,279	2,032	2,024	1,992	2,104	2,453	317	14.8%
65-84	1,687	2,146	2,731	3,197	3,313	3,419	3,379	1,692	100.3%
85+	199	175	173	219	338	416	556	357	179.4%
Total	15,389	15,585	15,520	16,668	17,675	18,701	19,901	4,512	29.3%

Circulation and Visitors to the Library

The Library is open 54 hours/week, six days/week: Monday—Friday 10 a.m.—8 p.m. and Friday—Saturday 10 a.m.—5 p.m. Beginning January 4, 2019, Friday hours will be expanded to 6 p.m.

Circulation of materials and visitors to the Library have fluctuated slightly in the past few years.

Year	Circulation of Materials	Annual Number of Visitors to the Library	Average Number of Visitors Each Day
2014/15	61,737	60,105	200
2015/16	67,391	64,664	216
2016/17	66,230	58,343	195
2017/18	62,631	59,041	198

Financial Considerations

The Library is funded primarily by current tax dollars levied in Romulus at a rate of .7 mills. Based on the 2018-19 budget, this generates approximately \$532,300 in annual revenues. Huron Township residents currently pay \$25,000 annually plus penal fines for library services. Other revenues are received from the following sources: local community stabilization, state aid, investment earnings, rental revenue, grants and donations, e-rate reimbursement, fines, copies, printing, penal fines, and other income. Total revenues budgeted for operating expenses in FY 2018-19 are \$714,350. Through prudent financial management, the Library currently has a healthy fund balance of 28% of expenditures.

CITY OF ROMULUS MUNICIPAL LIBRARY FUND BUDGETED REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE FY 2018-19						
DESCRIPTION	2014-17 ACTUAL	2017-18 PROJECTED	BUDGET		INCREASE DECREASE	
			2017-18 AMENDED	2018-19 APPROVED		
Fund 271 - Library						
ESTIMATED REVENUES						
State Grants & Revenues	\$ 39,860	\$ 48,710	\$ 20,600	\$ 36,500		
Interest and Rents	1,480	1,600	500	1,000		
Property Taxes	368,160	528,660	513,400	532,300		
Other Revenues	38,180	36,220	36,680	34,550		
Charge for Services	14,350	14,000	13,000	13,000		
Fines and Forfeits	8,360	99,630	107,000	97,000		
TOTAL ESTIMATED REVENUES	\$ 470,390	\$ 728,820	\$ 691,180	\$ 714,350	-1.99%	
APPROPRIATIONS						
Personnel Services	\$ 269,960	\$ 304,250	\$ 317,720	\$ 378,480		
Supplies	9,500	8,370	8,400	9,400		
Other Services & Charges	228,010	257,320	274,940	272,900		
Capital Outlay	89,500	85,380	76,910	8,000		
TOTAL APPROPRIATIONS	\$ 596,970	\$ 655,320	\$ 677,970	\$ 668,780	2.05%	
NET OF REVENUES/APPROPRIATIONS - FUND 271	\$ (126,580)	\$ 73,500	\$ 13,210	\$ 45,570		
BEGINNING FUND BALANCE	\$ 194,440	\$ 48,060	\$ 48,060	\$ 141,560		
ENDING FUND BALANCE	\$ 48,060	\$ 141,560	\$ 81,270	\$ 187,130		

Romulus Public Library Strategic Plan 2018-2021



***Indicates feedback received from more than one person**

1. Create Young Readers: Early Literacy – Children from birth to age five will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.

Feedback received: Provide Story Time in Huron Township and for the Great Start Readiness Program.

Goal #1: Investigate offering story time programs in the community.

Action	Timeline	Responsibility
Investigate offering story time at Cory Elementary for the Great Start Readiness Program (GSRP)	2020/21	Youth Services
Investigate offering story time in Huron Township	2020/2021	Youth Services

Feedback received: Expand Early Literacy initiatives.

Goal #2: Seek additional opportunities to prepare babies, toddlers, and preschoolers for kindergarten readiness.

Action	Timeline	Responsibility
Establish a collection of Early Learning Kits	2018/19	Youth Services
Enhance existing Early Learning collection	2018/19	Youth Services

2. Learn to Read & Write: Adult, Teen, and Family Literacy – Adults and teens will have the support they need to improve their literacy skills in order to meet their personal goals and fulfill their responsibilities as parents, citizens, and workers.

Feedback received: Add programs for kids to practice reading to other kids/teens/dogs and for teens to read to and mentor younger kids*, add teen book club*, get books out to older adults*, more new materials, more audiobooks, expand periodical section, better/additional downloadable collections*, offer school class visits to the Library*, volunteer readers for nursing homes.

Romulus Public Library Strategic Plan 2018-2021



Goal #1: Provide opportunities to increase reading time for all age groups.

Action	Timeline	Responsibility
Offer opportunities for youth to read to therapy animals	2018/19	Youth Services
Establish a mentorship program for teens to mentor young readers through a Read-to-Me program*	2020/21	Youth and Teen Services
Investigate establishing a Tween Book Club for ages 10-13*	2020/21	Youth and Teen Services
Investigate establishing a Teen Book Club*	2020/21	Teen Services
Explore options for home delivery of library materials to Seniors	2020/21	Adult Services
Increase Materials Budget and order more new materials	2018/19	Administration, Adult Services, Youth Services, Teen Services
Investigate offering more downloadables	2018/19	Administration and Adult Services
Partner with area schools to offer annual fieldtrips to the Library for all third grade classes*	2019/20	Youth Services
Investigate offering volunteer reading program at Senior Living facilities	2019/20	Adult Services

Romulus Public Library Strategic Plan 2018-2021



3. Satisfy Curiosity: Lifelong Learning – Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

Feedback received: Offer mini exhibits including more local art, especially from high school students, host local speakers/professionals on topics of interest, offer a knitting group, genealogy programs, including how to use Ancestry.com, financial skills training, art classes, health and well-being, job skills training*, notary public on staff, especially in evening when not available elsewhere, offer video game checkouts, expand music and movie streaming.

Goal #1: Provide resources that allow patrons to explore topics of personal interest and encourage lifelong learning.

Action	Timeline	Responsibility
Showcase additional exhibits on topics of community interest, including local student artwork	2018/19	Teen Services
Host presentations by local professionals on topics of interest	2019/20	Adult Services
Host a knitting or craft group for patrons of all ages	2019/20	Adult Services
Partner with local organizations and individuals to offer classes in genealogy, financial management, health and well-being, and art*	2018/19	Adult Services
Partner with local organizations to offer job skills training*	2018/19	Adult and Teen Services
Investigate offering Notary Public services	2019/20	Administration
Investigate adding a video game collection	2018/19	Youth, Teen and Adult Services
Investigate offering more music and movie streaming	2018/19	Administration and Adult Services

Romulus Public Library Strategic Plan 2018-2021



Feedback received: Senior movie/potluck program during the day, intergenerational programming for grandparents and kids*, mentoring programs for parents/single parents, mom's networking group, more help with technology especially for seniors*, book clubs for specific topics such as mystery, biography, historical events, or NY Times bestsellers, homeschool group events.

Goal #2: Offer classes, events, and services on topics of interest to the community that target specific groups.

Action	Timeline	Responsibility
Host movie potluck luncheons for Seniors	2019/20	Adult Services
Offer intergenerational programming for Seniors and youth*	2020/21	Adult and Youth Services
Partner with local organizations to offer mentoring programs and informational classes for parents	2019/20	Adult Services
Offer networking group for mothers	2020/21	Adult Services
Investigate offering more technology help for Seniors and other adults*	2019/20	Adult Services
Investigate adding book clubs on specific genres	2019/20	Adult Services
Investigate offering events specifically for homeschool groups	2020/21	Youth Services

Feedback received: Offer opportunity for teens to perform skits, offer after school programs, hire full-time Youth Services Librarian, more volunteer opportunities for teens*, music program for toddlers, more science-oriented/STEAM programs*, tutoring/mentoring for high school science, technology, and writing students.

Romulus Public Library Strategic Plan 2018-2021



Goal #3: Offer classes, events, and services on topics of interest to youth and teens.

Action	Timeline	Responsibility
Offer an after school drama program for kids and teens	2020/21	Youth and Teen Services
Offer additional after school programs	2020/21	Youth and Teen Services
Establish a Teen Advisory Group to give teens the opportunity to develop new teen programs and develop leadership skills	2020/21	Teen Services
Consider hiring full-time Youth Services Librarian	2020/21	Administration
Explore potential volunteer opportunities for teens and include volunteer policy*	2018/19	Administration
Consider options for adding music programs for toddlers	2018/19	Youth Services
Consider adding STEAM programs*	2020/21	Youth and Teen Services
Explore options for offering a tutoring/mentoring program for high school students in science, technology, and writing	2020/21	Youth and Teen Services

4. Visit a Comfortable Space: Physical and Virtual Spaces – Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking.

Feedback received: Need tutor rooms, study rooms, and quiet space/rooms*, room with AV accessibility, additional meeting rooms to rent*, bigger meeting room, bigger library*, flexible space in the meeting room with a mobile wall, need teen space, add Youth Room designed just for youth programs*, provide separate area for kids so they can be active and not disturb others*, book store to sell used books, library mugs and t-shirts, gifts, bookmarks, more storage space*, and a music room, more computers in a space of their own*

Romulus Public Library Strategic Plan 2018-2021



Goal #1: Ensure that building space and size continue to meet the evolving needs of the community.

Action	Timeline	Responsibility
Consider options for expanding meeting space, including rental space as a money-maker for the Library*	2019/20	Administration
Explore options for adding study rooms with AV accessibility while maximizing the existing space*	2019/20	Administration
Consider a building expansion or new building*	2020/21	Administration
Explore options for adding a space exclusively for teens	2020/21	Administration and Teen Services
Explore options for adding a separate room designated exclusively for youth programming and a youth play area*	2020/21	Administration and Youth Services
Explore options for adding a Book Store and additional storage space for the Friends of the Library*	2020/21	Administration
Explore feasibility of adding a music room	2020/21	Administration
Consider options for adding a computer lab	2020/21	Administration

Feedback received: Sometimes there are long waiting times for help, need more comfortable seating for people with disabilities, old-style architecture, no lure to hang out, mobile tables and chairs, additional seating, security system, drop box from outside to inside, not enough open hours in morning, on Saturdays, and on Sundays, better magazine display, Circulation Desk set up to better serve patrons*, add coffee/snack café/vending*, outdoor patio tables, fireplace, fish aquarium, electric car charging station in parking lot, provide transportation for kids to get to the library from school, expand periodical section, ability to check out laptops, more public computers*, stand-up computers for quick look-ups, IT person on staff for support/training/teaching about new technology/resources*.

Romulus Public Library Strategic Plan 2018-2021



Goal #2: Improve the services in the existing facility.

Action	Timeline	Responsibility
Explore ways to eliminate wait times and improve customer service including purchase of a self-check machine	2018/19	Administration
Investigate more comfortable seating	2019/20	Administration
Consider modernizing existing space	2019/20	Administration
Investigate mobile tables and additional seating	2019/20	Administration
Investigate installation of a security system to protect the collection	2018/19	Administration
Consider adding a drop box from the outside to the inside of the building	2019/20	Administration
Consider expanding weekday and Saturday hours*	2020/21	Administration
Consider adding Sunday hours*	2020/21	Administration
Improve magazine display	2019/20	Adult Services
Consider options for design and placement of the Circulation/Information Desk	2019/20	Administration
Investigate offering vending or a café with coffee and snacks*	2019/20	Administration
Investigate outdoor patio space	2020/21	Administration

Romulus Public Library Strategic Plan 2018-2021



Action	Timeline	Responsibility
Explore the feasibility of adding an aquarium and/or a fireplace	2019/20	Administration
Investigate electric car charging station in parking lot	2019/20	Administration
Investigate transportation from local schools to Library	2019/20	Administration and Youth Services
Explore adding more magazines	2019/20	Adult Services
Explore offering laptops for checkout	2019/20	Administration
Investigate adding more public computers*	2019/20	Administration
Investigate adding stand-up computers for short-term use	2019/20	Administration
Investigate hiring an IT person	2020/21	Administration

5. Marketing the Library – Ensure community awareness of services and resources through publicity, promotion, and networking so that the Library continues to play a key role in the community.

Feedback received: Need better marketing to promote what the library offers, does the community know everything the library offers? Are we telling our best story to the public? Are we selling the library as the best resource in the community? Need to get our story out, library flyers at Senior Center, need better city signage in the community to tell where library is located, host an annual open house to promote programs and library, provide brochures, sign-up for library card, raffle, tours; special feature to promote library such as an outdoor art piece, fountain, or mascot; newsletter mailing to homeowners.

Romulus Public Library Strategic Plan 2018-2021



Goal #1: Increase community awareness of services and resources through publicity, promotion, and networking.

Action	Timeline	Responsibility
Explore new avenues for promoting the Library in all four Romulus quadrants* including pop-up libraries at local events	2019/20	Administration, Adult, Teen, and Youth Services
Expand the distribution of promotional flyers in the community (pop-up libraries at local events)	2018/19	Administration, Adult, Teen, and Youth Services
Provide additional directional signage to the Library in the community	2019/20	Administration
In partnership with the Friends, host residents at an annual open house to tell our story, promote programs, encourage library card sign-up, and offer a building tour*	2019/20	Administration, Adult, Teen, and Youth Services
Consider an outdoor sculpture or fountain to enhance the Library grounds and serve as a landmark to promote the Library	2019/20	Administration
Investigate offering a newsletter mailing to homeowners in Romulus and Huron Twp.	2020/21	Administration

Feedback received: Marketing in Huron Township, especially those who may not know they have a library, need more funding from Huron Township.

Goal #2: Increase community awareness of services and resources in Huron Township through publicity, promotion, and networking.

Action	Timeline	Responsibility
Increase marketing in Huron Township through school visits, presentations to local organizations (Senior Center, Rotary, et al), and innovative outreach*	2019/20	Administration, Adult, Teen, and Youth Services
Investigate additional funding from Huron Township	2018/19	Administration

Romulus Public Library Strategic Plan 2018-2021



Feedback received: Establish better partnership with schools/teachers*.

Goal #3: Establish additional partnerships with area schools (public, private, and charter).

Action	Timeline	Responsibility
In partnership with the Friends, invite teachers, principals, and other school staff to an annual open house to tell our story, promote programs, encourage library card sign-up, and offer a building tour*	2019/20	Administration, Adult, Teen, and Youth Services

Feedback received: Need marketing person on staff

Goal #4: Create a Marketing/Community Relations position to promote the Library as a valuable resource in the community for information, services, and space.

Action	Timeline	Responsibility
Consider hiring a Marketing Director to facilitate goals above*	2020/21	Administration

Romulus Public Library Strategic Plan 2018-2021



Annual goals for Strategic Plan

Year One 2018/19:

Goal	Responsibility	Status
Enhance existing Early Learning collection	Youth Services	Completed — Phonics sets were added to the collection and new sets are continuing to be added. New educational DVDs are also being added.
Offer opportunities for youth to read to therapy animals	Youth Services	Completed—Fur Angels booked March 2. Additional bookings in summer 2019
Partner with local organizations and individuals to offer classes in genealogy, financial management, health and well-being, and art	Adult Services	Completed — Classes in all categories booked
Partner with local organizations to offer job skills training	Adult Services	Completed — Michigan Works agreed to provide programming in Aug or Sept 2019
Showcase additional exhibits on topics of community interest, including local student artwork	Adult, Teen, and Youth Services	Completed — Artwork from Barth Elem currently on display in the Library. Will display art from “Bad Art” program to be held July 2019. Call for Art will be in upcoming newsletters.
Consider options for adding music programs for toddlers	Youth Services	Completed — Kindermusik will do free monthly program summer 2019
Explore ways to eliminate wait times and improve customer services, including self-check machine	Administration	1st Q 2019 Rock
Expand distribution of promotional flyers in the community and at area schools	Adult, Teen, and Youth Services	Completed — Monthly event calendars being distributed to area schools, RAC, Senior Ctr, city hall, and area businesses.
Investigate additional funding from Huron Township	Administration	Completed — Huron Twp service agreement revised and discussed with twp officials
Investigate adding a video game collection	Youth, Teen, and Adult Services	Completed — Due to a rash of video games being stolen from several area libraries in recent months, we will not add a video game collection at this time.

Romulus Public Library Strategic Plan 2018-2021



Annual goals for Strategic Plan

Year One 2018/19:

Goal	Responsibility	Status
Explore potential volunteer opportunities for teens and include volunteer policy	Administration	2nd Q 2019 Rock
Increase materials budget and order more new materials	Adult, Youth, and Teen Services	Completed — Materials budget increase approved by Library Board in 2019/20 budget
Investigate offering more downloadables	Adult Services	Completed — Increased number of Hoopla checkouts per patron to four/month beginning July 1, 2019
Investigate offering more music and movie streaming	Adult Services	Completed — Increased number of Hoopla checkouts per patron to four/month beginning July 1, 2019
Establish collection of Early Learning Kits	Youth Services	2nd Q 2019 Rock
Consider expanding weekday and Saturday hours	Administration/	Completed – Expanded Fri hours begin Jan 4, 2019; Sat and weekday hours to be reviewed FY 2020/21; Board approved Library being open the Sat before Labor Day, Dec 26, and the Sat before Memorial Day beginning July 1, 2019
Investigate installation of a security system to protect the collection	Administration	Completed — Library directors polled stated that studies show security systems do not prevent theft of library materials. Those building new libraries are not adding them for this reason and also due to the high cost. For these reasons, we will not invest funding and time on this at this time.

Romulus Public Library Strategic Plan 2018-2021



Year Two 2019/20:

Goal	Responsibility
Partner with local organizations to offer mentoring programs and informational classes for parents	Adult Services
Improve magazine display	Adult Services
Investigate electric car charging station in parking lot	Administration
Investigate transportation from local schools to Library	Administration and Youth Services
Explore adding more magazines	Adult Services
Investigate adding stand-up computers for short-term use	Administration
Consider adding a drop box from the outside to the inside of the building	Administration
Consider options for design and placement of the Circulation/Information Desk	Administration
Investigate offering vending machines or a café with coffee and snacks	Administration
Explore the feasibility of adding an aquarium and/or a fireplace	Administration
Explore offering laptops for checkout	Administration
Investigate adding more public computers	Administration
Consider an outdoor sculpture or fountain to enhance the Library grounds and promote the Library	Administration
Consider modernizing existing space	Administration
Investigate offering Notary Public services	Administration
Host presentations by local professionals on topics of interest	Adult Services
Host a knitting or craft group for patrons of all ages	Adult Services
Investigate offering volunteer reading program at Senior Living facilities	Adult Services

Romulus Public Library Strategic Plan 2018-2021



Year Two 2019/20:

Goal	Responsibility
Partner with area schools to offer annual fieldtrips to the Library for all third grade classes	Youth Services
In partnership with the Friends, host residents at an annual open house to tell our story, promote programs, encourage library card sign-up, and offer a building tour	Administration
Increase marketing in Huron Township through school visits, presentations to local organizations (Senior Center, Rotary, et al), and innovative outreach	Administration, Adult, Teen, and Youth Services
Explore new avenues for promoting the Library in all four Romulus quadrants	Administration
In partnership with the Friends, host teachers, principals, and other school staff at an annual open house to tell our story, promote programs, encourage library card sign-up, and offer a building tour	Administration, Adult, Teen, and Youth Services
Host movie potluck luncheons for Seniors	Adult Services
Investigate offering more technology help for Seniors and adults	Adult Services
Investigate adding book club on specific genres	Adult Services
Provide additional directional signage to the Library in the community	Administration
Consider options for expanding meeting space and adding study rooms with AV accessibility while maximizing the existing space	Administration
Investigate more comfortable seating	Administration
Investigate mobile tables and seating	Administration

Romulus Public Library Strategic Plan 2018-2021



Year Three 2020/21:

Goal	Responsibility
Consider hiring full-time Youth Services Librarian	Administration
Consider a building expansion or new building	Administration
Explore options for adding a space exclusively for teens	Administration and Teen Services
Explore options for adding a separate room designated exclusively for youth programming and a youth play area	Administration and Youth Services
Explore options for adding a Book Store and additional storage space for the Friends of the Library	Administration
Explore feasibility of adding a music room	Administration
Consider options for adding a computer lab	Administration
Establish a mentorship program for teens to mentor young readers through a Read-to-Me program	Youth and Teen Services
Explore options for home delivery of library materials to Seniors	Adult Services
Offer other after school programs	Youth and Teen Services
Investigate offering story time at Great Start	Youth Services
Investigate offering story time in Huron Township	Youth Services
Consider hiring a Marketing Director to facilitate marketing goals	Administration
Investigate offering a newsletter mailing to homeowners	Administration
Consider adding STEAM programs	Youth and Teen Services
Explore options for offering a tutoring/mentoring program for high school students in science, technology, and writing	Teen Services

Romulus Public Library Strategic Plan 2018-2021



Year Three 2020/21:

Goal	Responsibility
Investigate outdoor patio space	Administration
Investigate offering events specifically for homeschool groups	Youth Services
Establish a Teen Advisory Group to give teens the opportunity to develop new teen programs and develop leadership skills	Teen Services
Investigate establishing a Tween Book Club for ages 10-13	Youth and Teen Services
Investigate establishing a Teen Book Club	Teen Services
Offer intergenerational programming for Seniors and youth	Adult Services
Offer networking group for mothers	Adult Services
Consider expanding weekday and Saturday hours (follow-up from Year One)	Administration
Offer an after school drama program for kids and teens	Youth and Teen Services
Consider adding Sunday hours	Administration
Investigate hiring an IT person	Administration