

# Romulus Public Library STRATEGIC PLAN 2024-27



**MISSION:** The Romulus Public Library provides resources and services to inform, educate, enlighten and entertain the members of its community and serves as a place for all to discover the joy of reading.

**TAG LINE:** Serving Romulus and Huron Township

## VALUES:

- ◆ **Lifelong Discovery:** We provide programs and services that facilitate the exploration of personal interests and encourage lifelong discovery for people of all ages.
- ◆ **Access:** We provide free and open access to library resources, programs and services which interest, inform and enlighten.
- ◆ **Community Engagement:** We serve the community as a resource for information and a place to gather. Our involvement and leadership in the community are extended through partnerships with city departments, businesses, institutions and local organizations.
- ◆ **Teamwork:** We value our staff and work together as a team, treating each other with respect, integrity and fairness.
- ◆ **Customer Service:** We are committed to meeting the needs of our patrons and providing the highest quality library service to all.

## 2024-27 GOALS



### *Continue and Expand Programming for all ages*

Challenge: Offer additional engaging low or no-cost programs

Goal: Explore and engage community partners to continue quality programming and add new programs for all ages that encourage reading and lifelong learning



### *Create a Comfortable Place: Physical and Virtual Spaces*

Challenge: Successfully communicate the facility and space needs of the community to stakeholders

Goal: Seek funding opportunities to upgrade and modernize the youth/teen area and other spaces to satisfy community needs and meet ADA requirements



### *Expand Outreach to the Communities/ Market the Library Better*

Challenge: Ensure adequate staffing and resources to expand outreach and marketing efforts

Goal: Expand outreach in the community to promote library services and increase library use



### *Enhance Library Collections*

Challenge: Ensure adequate funding to implement collection enhancements based on community feedback including increasing book purchasing, digital offerings, and kits to meet the needs of the community

Goal: Offer quality, robust collections to meet patron's informational, entertainment, and educational needs



### *Support and Retain Staff*

Challenge: Staff retention and engagement

Goal: Prioritize staff development, support a positive team approach, and provide a strong organizational structure that nurtures a healthy working environment to meet the current and future needs of the community





*Continue and Expand Programming for all ages*

- **Continue** to seek grant opportunities for programming
- **Continue** to communicate funding needs for programming to the Friends of the Library and garner their continued support
- **Continue** and expand partnerships with area businesses and organizations for programming sponsorships
- **Investigate** offering additional classes and events on topics of interest to adults/seniors
- **Investigate** offering additional classes and events on topics of interest to children and teens



*Create a Comfortable Place: Physical and Virtual Spaces*

- **Continue** to seek funding opportunities to upgrade and modernize the youth/teen area, public restrooms, and staff area to satisfy community needs and meet ADA requirements
- **Increase** community, City Council, and Huron Township representatives' awareness of building needs and funding gaps
- **Investigate** short term options for upgrading and modernizing the youth area



*Expand Outreach to the Communities/ Market the Library*

- **Ensure** adequate staffing to continue and expand participation in community events, school events, and festivals to promote library services
- **Continue** outreach to area schools to continue work toward goal for all students to have a library card and access to library services
- **Investigate** increased staffing for marketing the library to improve informational reach to the community and for outreach to improve the library's presence in the community
- **Investigate** additional funding to continue and increase access to library services in the communities
- **Investigate** additional open hours
- **Implement** marketing strategies suggested by Library Marketing Makeover Participation



*Enhance Library Collections*

- **Ensure** adequate funding to implement collection enhancements based on community feedback including increasing book purchasing, digital offerings, and kits to meet the needs of the community
- **Increase** adult book purchasing, including adding second copies of popular adult fiction, as the budget allows
- **Increase** user awareness of access to digital downloads from other area consortia
- **Investigate** increasing the number of weekly interlibrary loan delivery days
- **Investigate** offering access to library materials in Huron Township
- **Investigate** grants to fund a Bookmobile



*Support and Retain Staff*

- **Continue** conducting annual wage survey to align wages with industry standards and cost of living
- **Provide** annual staff feedback survey to determine goals for the year
- **Offer** additional staff development opportunities
- **Improve** the utilization of support staff to improve workflow efficiency
- **Continue** to review staffing needs and seek to provide additional promotional opportunities to enhance job satisfaction and retain staff
- **Improve** internal communication through enhanced training and clear communication