

## Salem-South Lyon District Library Strategic Plan for 2019 - 2021

**Our Mission: Educate. Enrich. Empower the Community.**

**Our Vision: Imagine the Possibilities!**

Focus	Goals	Investments	Outcomes
Exceptional Facilities	Develop children's addition that engages community youth in literacy, technology, and learning	<p>Design and develop a multi-purpose addition to engage children, tweens, and the larger community</p> <ul style="list-style-type: none"><li>· Create a multi-purpose, dividable meeting space for 80+ that can be used for library programs and after hour public meetings and events</li><li>· Create a children's area with sections for nonfiction and tweens, stroller parking, babysitting kits, and a tween reading area</li><li>· Add two new single stall restrooms that can be used during regular library hours and after hours</li><li>· Reallocate existing children's area space to include a new reading area, adult seating, aquarium, and storage area</li></ul>	Larger, more flexible facility for children and their parents that supports literacy, technology and learning
Technology Enhancements	Enhance website and technology resources to meet community needs	<p>Redesign library website to provide a more user-friendly experience with strong mobile device accessibility, relevant information and links, and a modern appearance</p> <p>Offer more digital resources, including additional software, photo scanners, technology workshops, technology for check-out, and a project center for life-long learners</p> <p>Improve the Library's technology infrastructure in order to provide more stable tech services</p>	Stable, leading edge technology that is easy to use and accessible by all community members across a range of devices

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Programs and Services	Provide innovative programs and services that engage new and current users and foster lifelong learners	<p>Support both consumers and creators of information by expanding creative outlets for all ages, including: new technology workshops (NTW), special collections (SC), environmental programs (EP), entrepreneurial opportunities (\$incl), resilience and self-sufficiency programs (RSSW), supporting a community of people who share a passion, capturing knowledge and skills of aging population (MU) and coding and gaming events (CG)</p> <p>Survey the community to expand evening programming and stagger daytime programming to include morning, early afternoon, and late afternoon offerings</p> <p>Increase the resources necessary to help children and adults increase their reading and computer skills</p>	Increased number of library users and expanded breadth and depth of their engagement through innovative programs and services
Community Awareness & Involvement	Facilitate effective conversations with community partners that lead to greater library involvement	<p>Develop the teen advisory board who will work with library staff to expand teen programs and services</p> <p>Facilitate quarterly focus groups and community conversations to increase community involvement in library programs and services</p> <p>Recruitment and development of donors and strategic investments (\$5,000/year)</p> <p>Establish seamless experience between school and library technology tools and services</p> <p>Provide professional level technology tools for community members</p> <p>Expand marketing and advertising efforts including email, direct mail, podcasts and social media</p>	A truly informed and engaged district who sees SSLDL as strategic community partner