

Salem-South Lyon District Library
Vision 2016

Salem-South Lyon District Library
Striving to educate, enrich, and empower our community.
“Imagine the Possibilities”

Goal 1: Educate the community in early literacy.

Objective (A) Create an early literacy space in the library

- Provide a listening station by spring 2011
- Develop an *Early Learning Kit* collection by winter 2011
- Offer Interactive Learning tools by spring 2012

Objective (B) Develop early literacy tutoring for grades kindergarten through 5th grade

- Partner with local organizations and educational institutions beginning in fall 2011
- Develop a core group of volunteer tutors by fall 2012

Objective (C) Offer programs that promote early literacy

- Offer five (5) Parenting programs beginning fall 2011
- Offer ten (10) programs per year that target ages two through five beginning fall 2011

Goal 2: Be the Leader in Technology.

Objective (A) Enhance and expand computer classes to improve technology literacy

- Expand our basic classes to cover more skills and topics by fall 2012
- Post videos of computer classes online by fall 2012
- Develop specialized classes to meet the needs of specific segments of the community beginning fall 2011
- Develop regular computer Help Sessions in the computer lab by fall 2012
- Create Skill Sheets for students to reinforce class concepts by fall 2011

Objective (B) Empower library staff through computer education

- Annual technology training beginning fall 2010
- Provide supplemental classes for specific skills and new technologies winter 2010
- Provide monthly tech tips during administrative staff meetings beginning fall 2010
- Create learning project to encourage staff to experiment and learn about the new and emerging technologies fall 2011

Objective (C) Provide cutting-edge technology

- Maintain computer replacement cycle to ensure technology is up to date.
- Begin rolling out new software to staff/public computers no later than 3 months from release.
- Acquire new technology as it becomes available and evaluate ways it can fit within the library environment

Goal 3: Connect and educate the community to find and use information.

Objective (A) Ensure a highly qualified staff through continuing educational requirements

- Utilize training provided by MCLS by having at least one librarian attend one session per year
- Seek out and utilize training to strengthen staff's research skills (genealogy, medical, legal, etc.) by having each librarian attend one specialized training per year
- Institute peer-learning sessions which would allow staff members to impart what they learn at various training seminars to the rest of the staff - on-going
- Attend workshops and conferences specific to the librarians' department to network with peers

Objective (B) Increase community awareness of available information and provide assistance

- Increase community outreach to adults and seniors through scheduled visits to senior centers, nursing homes and community groups by Fall 2012
- Establish an outreach department by Fall 2012
- Create and teach a "how to use the library class" by Fall 2012

Goal 4: Empower students to succeed in school.

Objective (A) Develop a tutoring program with educational institutions and community members

- Work with the National Honor Society and other academic organizations to recruit tutors starting Fall 2013
- Develop programs to help students with research papers, reports, and presentations starting Fall 2010
- Contact the schools to promote programs, resources and services starting Fall 2010

Objective (B) Investigate educational resources to support the academic goals of the local students

- Subscribe to educational databases/learning tools by Fall 2011
- Designate a portion of the budget to online resources by July 2011

Goal 5: Enrich the community through life-long learning.

- Objective (A) Educate patrons about the Library's and community's resources through display and promotion
- Create a *Life-long Learning* display area beginning fall 2012
 - Develop and maintain a Life-long Learning web page/blog on library's website by Fall 2012
 - Continue to develop and promote the adult nonfiction collection to meet the life-long learning goals of the community
- Objective (B) Gather Focus Groups through survey responses to discuss points of interest in the community by fall 2010
- Develop library events and classes based on feedback beginning in spring 2011
 - Each quarter, present at least 3 adult programs centered around a single life-long learning theme beginning fall 2010

Goal 6: Develop and implement a marketing strategy to promote what the library has to offer to the community.

- Objective (A) Utilize technology to promote resources and connect with patrons
- Evaluate new and existing social networks for best practices of interacting with patrons by fall 2010
 - Revamp website with focus on promoting library services and events by summer 2011
 - Increase library e-newsletter list to 2,000 recipients by spring 2013
- Objective (B) Research and utilize new channels of communication to promote library programs, services and materials
- Advertise the collection through promotional materials and displays by spring 2011
 - Collaborate with community media outlets to promote our programs and services. On-going.
 - Investigate other ways to remind/promote events and classes by fall 2012
 - Partner with neighboring libraries and local organizations to develop and promote events and classes beginning fall 2010
- Objective (C) Develop the library as a brand.
- Revamp our font, color, logo to set us apart from other libraries
 - Develop a marketing campaign to promote the new brand
 - Include all staff and train them on how to promote our brand on a constant basis