

**YPSILANTI DISTRICT LIBRARY
GOALS AND STRATEGIES 2007-2010
IMPLEMENTATION PLAN
(Revised 03/2008)**

REINFORCE USE OF THE LIBRARY AS A COMMUNITY GATHERING SPACE	2007	2008	2009
Create a café/coffee shop at YDL-Whittaker Road.			
Create teen-friendly spaces that encourage teens to use the library.			

EXPAND ACCESS TO LIBRARY SERVICES	2007	2008	2009
Develop and implement a plan to provide meaningful and accessible service to Superior Township (initial Branch and permanent facility).			
Provide an accessible, visible 'mobile branch' (expanded bookmobile) that includes materials, programming, and computer space.			
Implement service approaches that reach out to patrons, i.e. roving reference, MelCat			
Support efforts to restore funding for public transportation to the Whittaker Road facility.			
Reach out to Augusta Township citizens to become part of the YDL service area.			

MAKE THE LIBRARY MORE CONVENIENT TO USE	2007	2008	2009
Develop after hour services for material pick up.			
Expand the hours of operation.			
Provide on- site selected services – i.e. fax machine, credit/debit.			

ENGAGE THE COMMUNITY THROUGH OUTREACH AND MARKETING	2007	2008	2009
Develop and implement a thorough marketing plan focused on engaging underserved populations.			
Use available technology to educate patrons about programs and services while using the library facilities (i.e. digital signage).			

DEVELOP STRONG COMMUNITY PARTNERSHIPS	2007	2008	2009
Provide training to staff on how to deal with vulnerable, troubled patrons.			
Provide outreach to schools in the service area with a special focus on middle schools and school library partnerships.			
Partner with service agencies to provide information and supportive events at the library (i.e. health fairs, service sign ups).			
Increase selection of and access to online databases.			
Develop the library as a community art resource. Develop stronger partnerships with art galleries, museums, and nonprofit arts agencies.			

TECHNOLOGY	2007	2008	2009
Develop website to be a highly functional virtual branch / Host website in-house.			
Provide patrons with information based on customized customer profiles --- i.e. email notification, electronic updates on materials and programs.			
Research alternative automated integrated library systems			
Update Technology Plan.			
Develop YDL Intranet.			
Re assess Staffing Needs			
Coordinate new technology initiatives for staff and public, including hand-held communication devices and reference tablets.			