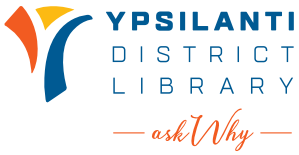
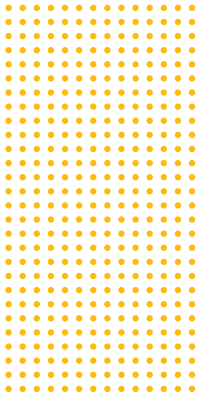


# THREE COMMUNITIES ONE LIBRARY A PLAN FOR ALL



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## 1 DIVERSITY

### Foster a workforce that reflects our community

- Consult with others in the area who are doing this well
- Apply best practices and uniform policies and procedures to ensure inclusivity and attractive postings
- Increase opportunities for part time staff and reinstate paraprofessional positions, budget permitting

### Facilitate community dialogue that builds relationships within our diverse population

- Ensure consistently inclusive messaging and communications
- Train staff in dialogue facilitation and encourage attendance at community meetings
- Create a Diversity Dialogue Committee with other groups to develop programs and host Community Conversations



## 2 PROGRAMS

### Develop a community-needs-based program proposal and evaluation process

- Conduct Outcomes Based Planning and Evaluation training and apply to program proposals and assessments
- Develop online submission, management, and evaluation archive

### Reorganize, rebrand, and reintroduce the summer reading program

- Rename and rebrand as a Library-led collaboration that focuses on critical thinking, skill-building, and community engagement
- Streamline program operations

### Become a valued contributor to economic development

- Identify existing community resources and opportunities to serve
- Form a business advisory board of support agencies
- Train staff to serve the business community and add a dedicated YpsiBiz! web portal



## 3 FINANCES

### Determine millage feasibility as basis of voter education program

- Research millage history and build financial scenarios
- IF the Board authorizes a campaign, contract with a millage consultant to guide outreach

### Expand fundraising capabilities

- Conduct training for Board and Library leadership
- Develop process to vet grant proposals
- Investigate 501c3 status to expand opportunities

### Explore workflow opportunities and efficiencies

- Investigate alternatives to SAM, credit card payment systems, and phone system to improve customer service
- Research replacement for current SPAM blocker and OCLC for MARC catalog records
- Enable online library card and Books on Wheels registration and e-notifications
- Survey staff for more suggestions



## 4 FACILITIES

### Undertake facilities and space utilization studies of Michigan Avenue and Whittaker Road buildings

### Improve service to Superior Township

- Survey residents and students regarding needs and preferences
- Review hours of operation and revamp collection based on survey data
- Collaborate with the Township to make the facility more welcoming and safe
- Revamp collection for better use of space
- Improve marketing to Township residents
- Increase number of bookmobile stops and investigate alternative venues for programs

### Maximize visibility and use of the bookmobile

- Wrap the vehicle as a moving billboard for YDL's new brand
- Park at alternative locations throughout the community and attend school parent/teacher nights
- Expand visibility with signs at regular stops and increase use with expanded hours



## 5 MARKETING

### Examine newsletter usage, format, content, and frequency

- Change format to decrease cost
- Expand reach by disseminating via postal routes
- Include a calendar of events and news about services
- Work with Washtenaw Literacy to improve readability

### Improve internal communications

- Schedule in advance regular departmental meetings for group problem-solving
- Restructure or replace intranet and purge and reorganize files
- Develop an improved security log
- Provide opportunities for Library leadership to work service desks for a closer understanding of issues and challenges

### Rebrand, develop messaging, upgrade website, and improve wayfinding

- Inventory signage, communications, and publications before applying new brand standards
- Launch new website
- Establish a standing committee to ensure consistent, readable signage across the District
- Renovate reception desk at Whittaker Road to become a more effective directional aid.
- Evaluate digital signage and real-time communications options