

STRATEGIC PLANNING

Presentation to Library Board of Trustees

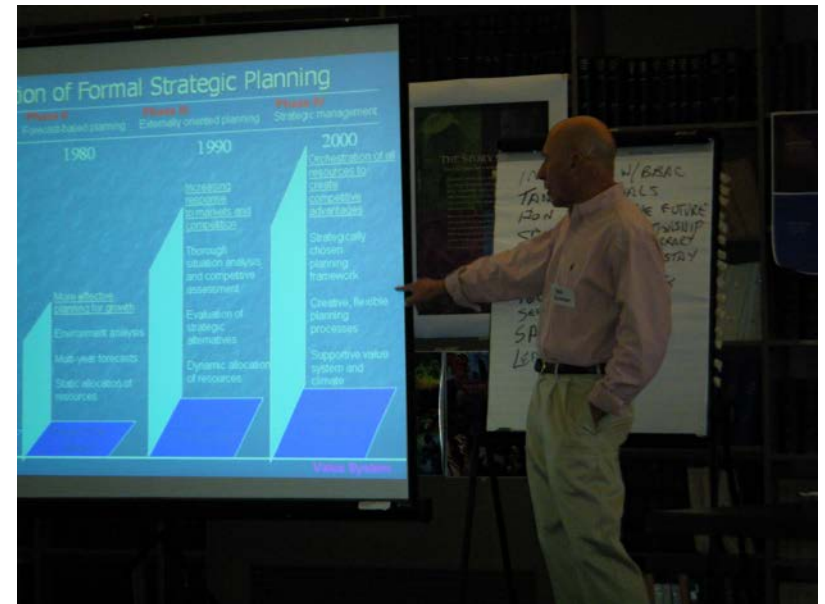


SUMMARY OF PROCESS

- Process begun in February, 2009
- Focus Groups held in April, 2009
- Community telephone survey conducted in April, 2009
- Retreat held in June, 2009
- Board approved mission statement and long range objectives in August, 2009
- Task forces convened in September, 2009

MISSION

Bloomfield Township Public Library champions the power of words to spark discovery and imagination.



Bill Schroer, BTPL Strategic Planning Consultant

LONG RANGE OBJECTIVE #1

Eighty percent resident user and fifty percent resident nonuser awareness of the Library's mission and, eighty percent users and fifty percent nonusers can identify three reasons how the Library can spark discovery and imagination.

LONG RANGE OBJECTIVE #1

Short Term Objective #1a

Send a welcome letter and brochure to all new Bloomfield Township residents each year.

LONG RANGE OBJECTIVE #1

Short Term Objective #1b

Create an insert for the Bloomfield Township Welcome brochure

LONG RANGE OBJECTIVE #1

Short Term Objective #2

Increase patron awareness through interdepartmental displays

LONG RANGE OBJECTIVE #1

Short Term Objective #3

Send a notice – “You haven’t used your library card recently – to all Bloomfield Township residents who have not used their BTPL library card in the last year

LONG RANGE OBJECTIVE #1

Short Term Objective #4

Invite Bloomfield Township organizations to meet at BTPL

LONG RANGE OBJECTIVE #1

Short Term Objective #5

Offer programming during non-traditional library hours

LONG RANGE OBJECTIVE #1

Short Term Objective #6

Create programming for BCTV

LONG RANGE OBJECTIVE #1

Short Term Objective #7a

Give away merchandise in the Library with our new logo

LONG RANGE OBJECTIVE #1

Short Term Objective #7b

Sell merchandise in the Library with our new logo

LONG RANGE OBJECTIVE #2

No fewer than three major strategic partnerships
(Bloomfield Hills Schools to be one)
yielding increased service on both sides of each relationship.

LONG RANGE OBJECTIVE #2

- Bloomfield Hills Schools (BHS)
- Schools – Avondale, Birmingham, Pontiac, West Bloomfield
- Libraries – Auburn Hills, Birmingham, Pontiac, West Bloomfield
- 14 participants, Two meetings
- Five short-term objectives - all developing partnerships with Bloomfield Hills Schools (BHS), for Fiscal Year 2010-11

LONG RANGE OBJECTIVE #2

Short Term Objective #1

Work closely with principals and superintendents to create communication opportunities

LONG RANGE OBJECTIVE #2

Short Term Objective #2

Develop a K–12 BHS text book collection at the Bloomfield Township Public Library

LONG RANGE OBJECTIVE #2

Short Term Objective #3

Organize and host an annual meeting/breakfast with Bloomfield Hills Schools media centers

LONG RANGE OBJECTIVE #2

Short Term Objective #4

Initiate the sharing of library resources between BTPL and Bloomfield Hills Schools media centers

LONG RANGE OBJECTIVE #2

Short Term Objective #5

Co-sponsor BTPL and Bloomfield Hills Schools media center programs

LONG RANGE OBJECTIVE #2

Partnerships:

More partnerships with parents, with other school districts, and with other libraries will be developed in fiscal year 2011-12 and beyond.

LONG RANGE OBJECTIVE #3

Prioritized access and convenience for residents to Library collections and services.

LONG RANGE OBJECTIVE #3

Objective: Prioritize **access** and **convenience** for residents to the Bloomfield Township Public Library's Collections and Services

LONG RANGE OBJECTIVE #3

Residents Currently Enjoy Priority *Convenience* and *Access* in many areas

- Residents can check out up to 150 items at one time
- Immediate registration to Library programs and clubs
- Reserve meeting rooms for outside groups
- Access to online databases from remote sites
- Access to the Cranbrook Educational Community
- Free Access to the Burton Historical Collection

LONG RANGE OBJECTIVE #3

A number of topics relative to *Access* were considered by the Task Force

- Library Hours
- Parking
- Technology Resources
- Study Rooms
- Library Catalog Computer Screens
- Interlibrary loan services and related charges
- Library rental materials and related fees
- Library Staffing (HR)
- Access from Home

LONG RANGE OBJECTIVE #3

A Number of Topics Relative to *Convenience* were considered by the Task Force

- Hours
- Location of Materials and Collections
- Specialized Services for patrons/seniors/handicapped/nursing homes/homebound
- Concierge Services
- Community Drop Boxes
- Valet Service
- Materials pickup when the library is closed

LONG RANGE OBJECTIVE #3

Ultimately the Task Force agreed to do in-depth studies on five objectives

- Improved Signage
- A Time Management System for Computers and Wi-Fi
- Limited Renewals for Non-Residents
- Library Books By Mail Service
- A Drive-up Materials Pick-Up Window

LONG RANGE OBJECTIVE #3

Short Term Objective #1

Improve signage

Background

The task force undertook onsite observations and visits to other libraries. The conclusion was BTPL needs to improve both exterior signage and interior signage. The exterior signs are difficult to read and the placement is inconsistent. The Interior signs are oftentimes difficult to find, provide little direction, are not “material specific” enough and don’t provide a “user friendly consistency.

LONG RANGE OBJECTIVE #3

Short Term Objective #1

Improve signage

Features and Benefits – Exterior Signage

Features: Make them larger and easier to read. Placement on the same side of the driveway. Reposition sign at the SW corner to provide parking clearance.

Benefits: Improved traffic flow to the book return drive through - less driver frustration and improved safety.

LONG RANGE OBJECTIVE #3

Short Term Objective #1

Improve signage

Features and Benefits - Internal Signage

Features: Install lobby kiosk. “Brand” signage by incorporating new logo. Printed maps at service desks. Revise all signs to improve visibility. Make signage more descriptive and “sized to fit.” Place material location maps on computer screen catalogs.

Benefits: Empower patrons to be more self sufficient. Reduce “where is it?” questions, freeing up staff

LONG RANGE OBJECTIVE #3

Short Term Objective #2

A Time Management System for Computers and Wi-Fi

Background

Implement a system allowing more control over patron usage – consistent with the idea of giving township residents priority access to the library resources

LONG RANGE OBJECTIVE #3

Short Term Objective #2

A Time Management System for Computers and Wi-Fi

Features and Benefits

Features: Electronically places time limits on use, validates library cards, monitors adult material, allows for credit card payments. Creates a visitor pass with or without fees. Creates a billing account and bills for printing.

Benefits: Regulates/prioritizes waiting time for residents. Reduces printing costs. Electronically generates reports. Minimizes staff involvement. Maintained by BTPL systems department.

LONG RANGE OBJECTIVE #3

Short Term Objective #3

Limited renewals for nonresidents

Background

The task force feels library materials can be made more available to residents by limiting renewals for nonresidents from the current three renewals to one renewal. This is a change that can be made easily and with little cost.

LONG RANGE OBJECTIVE #3

Short Term Objective #3

Limited renewals for nonresidents

Features and Benefits

Features: Library staff from systems and circulation can implement the change. Renewal limit will be automated within the system

Benefits: Increased access to material for residents. New renewal policy will be in line with statewide interlibrary loan policy. Easy and cost effective to implement and will require a minimum amount of staff time

LONG RANGE OBJECTIVE #3

Short Term Objective #4

Books by Mail Service

Background

This “Netflix” type of service has been studied using a strategic planning focus group which viewed the concept favorably and indicated a willingness to pay for such a service. Currently the BTPL outreach program serves only senior facilities and nursing homes. Implementing this type of program will allow the library to serve other patrons who may not be able to physically visit the library

LONG RANGE OBJECTIVE #3

Short Term Objective #4

Books by Mail Service

Features and Benefits

Features: Service available to residents only and to any resident who is physically unable to visit the library. Materials sent only to Bloomfield Township zip codes. Patrons can pay by credit card or by using a “my account” feature

Benefits: All residents will have access to materials, particularly the residential elderly, disabled and infirm. Library “open” hours are effectively eliminated for residents

LONG RANGE OBJECTIVE #3

Short Term Objective #5

Drive up Materials Pick up Window

Background

Other community libraries were visited to study the effectiveness of a staffed drive up window. The task force recognizes the barriers to accomplishing this objective in the short term, particularly the costs involved for physical plant structural modifications. Yet, we believe that it is such a significant access and convenience improvement that an in-depth study for such a change should be undertaken as quickly as possible.

LONG RANGE OBJECTIVE #3

Short Term Objective #5

Drive up Materials Pick up Window

Features and Benefits

- Features:*** Incorporation of a “bank teller” type window with a roof overhang, a call button to manage staffing, book shelves for storing “on hold” library material and a “call ahead” process for patrons to request material.
- Benefits:*** Provides parking lot “relief.” Improved pick up access and convenience for patrons. Eliminates need for staff to provide “concierge” service. Convenience will potentially increase overall library materials use by patrons.

LONG RANGE OBJECTIVE #3

In Summary...

...Strategic Planning Task Force #3 enjoyed working together as a team on this project and looks forward to continued involvement in the BTPL strategic planning initiative

LONG RANGE OBJECTIVE #4

Bloomfield Township seniors use of the library is equal to or greater than the use of the Library by other Bloomfield Township age groups.

LONG RANGE OBJECTIVE #4

Short Term Objective #1

Offer programs focused specifically on seniors interests

LONG RANGE OBJECTIVE #4

Short Term Objective #2

Direct library services to seniors through volunteer use

LONG RANGE OBJECTIVE #4

Short Term Objective #3

Direct communication with seniors to provide awareness of senior library services

Thank you to our strategic planning participants!

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