

**FRANKENMUTH WICKSON DISTRICT LIBRARY
2023-2025 Strategic Plan**

STRATEGIC ISSUE	1.0 OPERATIONS				Provide public value to the residents supporting the Wickson District Library by supplying and maintaining a fiscally responsible library.				
GOAL	1.1	Policies and Procedures							
<i>Objective</i>	1.1.1	<i>Examine library policies for updates</i>			<i>Resource Required</i>	<i>Responsible Party</i>	<i>Start Date</i>	<i>Completion Date</i>	
Activity	1.1.1.1	Review each library policy at board meetings to evaluate for updates			Time	Board & Director	Jan-23	Dec-24	
Activity	1.1.1.2	Consult with library lawyer for questionable policy			Time & Funding	Board & Director	Jan-23	Dec-24	
Activity	1.1.1.3	Revise outdated library policy			Time	Board & Director	Jan-23	Dec-24	
<i>Objective</i>	1.1.2.	<i>Examine library procedures for updates</i>			<i>Resource Required</i>	<i>Responsible Party</i>	<i>Start Date</i>	<i>Completion Date</i>	
Activity	1.1.2.1	Review library procedures with staff			Time	Director & Staff	Jan-23	Dec-24	
Activity	1.1.2.2	Produce written instructions for standard operating procedures in the library			Time	Director & Staff	Jan-23	Dec-24	

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STRATEGIC ISSUE	2.0 PERSONNEL				Provide public value to the residents supporting the Wickson District Library by maintaining an energetic, well trained staff to support the needs of the library.				
GOAL 2.1	Support and maintain a well trained staff.								
Objective 2.1.1	Maintain a professional staff				Resource Required	Responsible Party	Start Date	Completion Date	
Activity 2.1.1.1	Encourage and provide staff trainings in general and specific areas of expertise				Time & Funding	Director & Staff	Jan-23	Dec-24	
Activity 2.1.1.2	Communicate Key ideas & events with staff on regular basis				Time	Director	Jan-23	Dec-24	
Activity 2.1.1.3	Use performance evaluations to help employees set goals for career				Time	Director & Staff	Jan-23	Dec-24	
GOAL 2.2	Expand specialize roles								
Objective 2.2.1	Develop an adult services/outreach position				Resource Required	Responsible Party	Start Date	Completion Date	
Activity 2.2.1.1	Write a job description for adult services and/or outreach position				Funding	Director	Jan-23		
Activity 2.2.1.2	Examine financial feasibility of creating adult services position				Time & Funding	Director	Jan-23		
Activity 2.2.1.3	Seek out candidates for adult service/outreach				Funding	Director	Jan-23		
GOAL 2.3	Develop a succession plan for future retirements								
Objective 2.3.1	Prepare for anticipated changes in personnel				Resource Required	Responsible Party	Start Date	Completion Date	
Activity 2.3.1.1	Explore future of current staffing				Time	Director	Jan-23		
Activity 2.3.1.2	Identify key staff members to fill important administrative and programming positions				Time	Director	Jan-23		
Activity 2.3.1.3	Revise various job descriptions to reflect current need				Time	Director	Jan-23		
Activity 2.3.1.4	Actively solicit and train internal successors				Time	Director	Jan-23		

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STRATEGIC ISSUE	3.0 PROGRAMS				Provide public value to the residents supporting the Wickson District Library by providing interesting and entertaining programs and activities for all ages				
GOAL 3.1		Provide relevant library programs for all ages							
<i>Objective</i>	3.1.1	<i>Investigate library trends in programming</i>			<i>Resource Required</i>	<i>Responsible Party</i>	<i>Start Date</i>	<i>Completion Date</i>	
<i>Activity</i>	3.1.1.1	Staff subscriptions to library journals and list serves			Time & Funding	Director & Staff	Jan-23	Ongoing	
<i>Activity</i>	3.1.1.2	Attend conferences and webinars on library programming			Time & Funding	Director & Staff	Jan-23	Ongoing	
<i>Objective</i>	3.1.2	<i>Examine the scope of programming for various ages</i>			<i>Resource Required</i>	<i>Responsible Party</i>	<i>Start Date</i>	<i>Completion Date</i>	
<i>Activity</i>	3.1.2.1	Hold regular staff planning meetings			Time & Funding	Director & Staff	Jan-23	Ongoing	
<i>Activity</i>	3.1.2.2	Assess statistics of current programs			Time & Funding	Director & Staff	Jan-23	Ongoing	
GOAL 3.2		Provide programming to welcome the community into the building							
<i>Objective</i>	3.2.1	<i>Host community celebrations</i>			<i>Resource Required</i>	<i>Responsible Party</i>	<i>Start Date</i>	<i>Completion Date</i>	
<i>Activity</i>	3.2.1.1	Plan for a 50th anniversary celebration in 2024			Time & Funding	Director & Staff & Board & FOL	Jan-23	Jan-24	
<i>Activity</i>	3.2.1.2	Host a local author night			Time & Funding	Director & Staff	Jun-23	Annually	
<i>Objective</i>	3.2.2	<i>Implement programming to motivate foot traffic in the library</i>			<i>Resource Required</i>	<i>Responsible Party</i>	<i>Start Date</i>	<i>Completion Date</i>	
<i>Activity</i>	3.2.2.1	Provide incentives to get a library card			Time & Funding	Director & Staff	Sep-24	Annually	
<i>Activity</i>	3.2.2.2	Provide engaging programming			Time & Funding	Director & Staff	Jan-23	Ongoing	

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STRATEGIC ISSUE	4.0 Community Connection				
	Provide public value to the residents supporting the Wickson District Library by connecting the library to the community				
GOAL 4.1	Pursue opportunities to collaborate with community organizations				
Objective 4.1.1	Make connections with key community organizations	Resource Required	Responsible Party	Start Date	Completion Date
Activity	4.1.1.1 Make direct contact through email, phone calls, and in person meetings	Time	Director	Ongoing Annually	Ongoing Annually
Activity	4.1.1.2 Share library vision with entites	Time	Director & Board	Ongoing Annually	Ongoing Annually
Activity	4.1.1.3. Attend community events	Time	Director & Board	Ongoing Annually	Ongoing Annually
Objective 4.1.2.	Take an active role in community organizations	Resource Required	Responsible Party	Start Date	Completion Date
Activity	4.1.2.1. Attend community collaboration meetings	Time	Director, Staff, & Board	Ongoing Annually	Ongoing Annually
Activity	4.1.2.2. Join local organizations, voluteer, and serve of boards	Time	Director, Staff, & Board	Ongoing Annually	Ongoing Annually
Objective 4.1.3.	Investigate outreach options	Resource Required	Responsible Party	Start Date	Completion Date
Activity	4.1.3.1. Establish an outreach/delivery system committee	Time	Director, Staff, & Board	Jan-23	Jan-25
Activity	4.1.3.2. Explore vehicular outreach options	Time & Funding	Director, Staff, & Board	Jan-23	Jan-25
GOAL 4.2	Support local schools and educators				
Objective 4.2.1	Establish a library presence with the local schools	Resource Required	Responsible Party	Start Date	Completion Date
Activity	4.2.1.1 Attend open houses, literacy nights, and events at schools	Time Funding	Director & Staff	Jan-23	Ongoing Annually
Activity	4.2.1.2 Communicate prorammig with key contacts	Time Funding	Director & Staff	Jan-23	Ongoing Annually
Activity	4.2.1.3 Host Field Trips and special school events	Time Funding	Director & Staff	Jan-23	Ongoing Annually
Activity	4.2.1.4 Provide classroom and literacy support	Time Funding	Director & Staff	Jan-23	Ongoing Annually
GOAL 4.3	Support the underserved in the community				
Objective 4.3.1.	Connect with shut ins and caregivers	Resource Required	Responsible Party	Start Date	Completion Date
Activity	4.3.1.1 Establish a delivery protocol	Time Funding	Director & Staff	Jan-23	Ongoing Annually
Activity	4.3.1.2 Nuture relationships with local retirement communities	Time & Funding	Director & Staff	Jan-23	Ongoing Annually
Objective 4.3.2.	Connect with Special Needs populations and Caregivers	Resource Required	Responsible Party	Start Date	Completion Date
Activity	4.3.2.1 Develop Programming for Adults with special needs	Time & Funding	Director & Staff	Jan-23	Ongoing Annually
Activity	4.3.2.2. Develop Programming for children with special needs	Time & Funding	Director & Staff	Jan-23	Ongoing Annually
Activity	4.3.2.3. Offer volunteer opportunities for high school special needs students	Time & Funding	Director & Staff	Jan-23	Ongoing Annually
Activity	4.3.2.4. Develop programming for students with special needs	Time & Funding	Director & Staff	Jan-23	Ongoing Annually

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STRATEGIC ISSUE	5.0 Building and Grounds				Provide public value to residents supporting the Wickson District Library by maintaining an attractive, safe, and functional building and grounds			
GOAL 5.1		Present the library as a community resource that promotes literacy and intellectual growth						
Objective 5.1.1		Maintain and improve library space for maximum use			Resource Required	Responsible Party	Start Date	Completion Date
Activity	5.1.1.1	Consult with Library Design to reconfigure staff work space			Time & Funding	Director	Jan-23	Dec-24
Activity	5.1.1.2	Meet with staff to discuss needs for successful work flow			Time & Funding	Director & Staff	Jan-23	Dec-24
Objective 5.1.2		Maintain comfortable, attractive spaces for library patrons			Resource Required	Responsible Party	Start Date	Completion Date
Activity	5.1.2.1	Maintain paint on interior walls and trim			Time & Funding	Maintenance & Director	Repeat As Needed	On-going
Activity	5.2.1.2	Assess replacement of worn down furniture			Time & Funding	Maintenance & Director	Repeat As Needed	On-going
Activity	5.2.1.3	Update Community Room			Time & Funding	Maintenance & Director	Repeat As Needed	On-going
Activity	5.2.1.4	Replace carpeting in the children's wing			Time & Funding	Maintenance & Director	Repeat As Needed	On-going
Objective 5.1.3		Maintain attractive outside spaces for library patrons			Resource Required	Responsible Party	Start Date	Completion Date
Activity	5.1.3.1	Maintain Little Free Library and benches			Time & Funding	Maintenance & Director	Mar-23	On-going
Activity	5.1.3.2	Maintain Friends of the Library Tribute Garden			Time	Maintenance & Director	Jan-23	On-going
GOAL 5.2		Maintain the integrity of the library building						
Objective 5.2.1		Prepare a schedule of service for building			Resource Required	Responsible Party	Start Date	Completion Date
Activity	5.2.1.1	Make a list of all vendors and contacts			Time	Maintenance & Director	Jan-23	On-going
Activity	5.2.1.2	Make a timeline for service for all areas of the building			Time	Maintenance & Director	Jan-23	On-going
Objective 5.2.2		Maintain a robust Capital Improvement Plan			Resource Required	Responsible Party	Start Date	Completion Date
Activity	5.2.2.1	Seek out possible sources of funding for the CIP			Time & Funding	Maintenance & Director	Jan-23	On-going
Activity	5.2.2.2	Revisit CIP on a quarterly basis for revision			Time & Funding	Maintenance & Director	Jan-23	On-going

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STRATEGIC ISSUE	6.0 Collection			
	Provide public value to residents supporting the Wickson District Library by maintaining a relevant collection of library materials			
GOAL 6.1	Maintain an active collection of resources			
<i>Objective</i> 6.1.1	<i>Set up process of ongoing collection development</i>			
Activity	6.1.1.1	Weed collection using circulation stats, book condition and general interest	Resource Required	Responsible Party
			None	Director
Activity	6.1.1.2	Refine policies for book selection, materials challenges and book donations	Resource Required	Responsible Party
			None	Director
GOAL 6.2	Maintain a variety of items in the collection			
<i>Objective</i> 6.2.1	<i>Develop systems for the "library of things" collection</i>			
Activity	6.2.1.1	Set up label protocol for "library of things"	Resource Required	Responsible Party
			Time	Director & Staff
Activity	6.2.1.2	Determine storage space for "library of things" items	Resource Required	Responsible Party
			Time	Director & Staff
Activity	6.2.1.3	Develop policy for "library of things"	Resource Required	Responsible Party
			Time	Director & Staff
<i>Objective</i> 6.3.1	<i>Ensure Library "Kits" are relevant</i>			
Activity	6.3.1.1	Evaluate circulation of library "kits"	Resource Required	Responsible Party
			Time	Director & Staff
Activity	6.3.1.2	Develop new library "kits"	Resource Required	Responsible Party
			Time	Director & Staff
GOAL 6.3	Develop a mobile library collection to coordinate with operation goal 4.1.3.			

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STRATEGIC ISSUE	7.0 Technology				Provide public value to the residents supporting the Wickson District Library by keeping up with emerging technology while maintaining existing technology				
GOAL	7.1	Maintain updated technology in staffing and public areas							
	Objective	7.1.1	Assess the health of existing technology		Resource Required	Responsible Party	Start Date	Completion Date	
	Activity	7.1.1.1	Establish regular check ups for computers contracted services		Time & Funding	Director	Jan-23	ngoing	
	Activity	7.1.1.2	Formulate a replacement schedule for existing technology		Time & Funding	Director	Jan-23	ngoing	
	Objective	7.1.2	Examine the effectiveness of current technology in meeting rooms		Resource Required	Responsible Party	Start Date	Completion Date	
	Activity	7.1.2.1	Write SOP for using technology available for public		Time	Director	Jan-23	ngoing	
	Activity	7.1.2.2	Ensure technology for check out has proper protections installed		Time	Director	Jan-23	ngoing	
	Objective	7.1.3	Upgrade outdated technology		Resource Required	Responsible Party	Start Date	Completion Date	
	Activity	7.1.3.1	Explore most efficient technologies for library use		Time & Funding	Director	Jan-23	ngoing	
	Objective	7.1.4.	Use Technology to communicate with public		Resource Required	Responsible Party	Start Date	Completion Date	
	Activity	7.1.4.1	Develop communication videos to help patrons navigate digital content		Time	Director & Staff	Jan-23	ngoing	
	Activity	7.1.4.2.	Use emerging technologies to help run library and communicate with public		Time	Director & Staff	Jan-23	ngoing	