

Oxford Public Library

2011-2015

Strategic Plan



Vision Statement

*Transforming Tomorrow, Preserving Our Past,
& Enriching Lives Today!*

Mission Statement

*The Oxford Public Library provides access to the
world, enriches the community, and promotes lifelong
learning and enjoyment.*

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Planning Facilitators

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Library Board

Mr. Duane Salswedel, President
Ms. Kathy Hoeflein, Vice-President
Ms. Sue Stilwell, Secretary
Mr. Tom Offer, Treasurer
Mr. Tony Rizzo, Trustee
Ms. Jean Davidson, Trustee

Library Personnel

Mr. Bryan Cloutier, Library Director & CEO
Ms. Gloria Berglund, Administrative Assistant
Ms. Wendy Mutch, Head of Adult Services
Ms. Charli Osborne, Head of Teen Services
Ms. Shae Smith, Head of Youth Services
Ms. Nancy Weir, Head of Support Services
Mr. Jim Ostrander, Building Superintendent
Mr. Michael Shackelford, IT Consultant
Ms. Sian Marshall, Librarian Assistant

Planning Committee

Mr. Peter Scholz
Ms. Wendy Scholz
Mr. Curtis Wright
Ms. Teri Stiles
Ms. Maureen Helmuth
Mr. Joe Young
Ms. Madonna VanFossen
Ms. Janet Pawelek
Ms. Jane Saxon
Ms. Patrice Bono
Ms. Linda Lewis
Ms. Susan Bossardet
Ms. Judy Doublestein
Ms. Marilyn Duguid
Ms. Rose Bejma
Mr. Stephen Nara
Mr. David Walker
Ms. Barbara Blanock
Ms. Stephanie-Ann Chizmadia

GOALS AND OBJECTIVES

GOAL Assure the Facility Meets the Needs of the Community

Objectives:

- Expand the children's area to accommodate collection growth and to encourage better parent child interaction
- Explore options to create curb appeal
- Consider options to provide for outdoor seating
- Seek "green" solutions and alternative materials for projects
- Explore alternatives for enhancing the existing layout and for expanded use of the facility, to include space for additional group study and local history

GOAL Collaborate with Community Organizations to Provide Increased Access to Library and Community Resources

Objectives:

- Explore collaboration with leadership groups and community organizations
- Investigate need and location for a business resource center
- Explore opportunities for partnerships / collaboration in the community
- Showcase community resources and highlight history
- Explore promotion of adult programs through communication / marketing with other groups

GOAL Respond to Community Needs by Providing Access to a Balanced Collection

Objectives:

- Continue to evaluate, analyze, and review patron requests, usage and statistical data / Solicit input for collection expansion
- Provide easy ways for patrons to make suggestions
- Examine ways to increase circulation
- Explore material leasing possibilities

GOAL Promote a Safe and Welcoming Atmosphere to Attract Community Members to Use Facilities

Objectives:

- Explore the creation of a café, beverage station, and/or vending services
- Revisit guidelines for community room use
- Examine ways to invite community to exhibit local talent and hobbies
- Promote use of community room

GOAL Seek Opportunities to Generate Additional Revenue

Objectives:

- Recreate “Friends of the Library” group for fundraising events, café, gift shop, silent auctions
- Investigate grant opportunities
- Expand memorials/endowments
- Solicit sponsorships
- Develop parameters for community room rental to “for profit” groups
- Explore user fees for fax and Notary services

GOAL Increase Patron Base and Ensure Needs of Current Patrons are Met

Objectives:

- Investigate alternative, more cost efficient methods in providing outreach programs for senior citizens, homebound residents, and others in the community
- Investigate ways to increase registered patrons (i.e., at kindergarten roundup, other school functions, celebrate Oxford, etc.)
- Work with neighborhood associations and realtors to invite new community members to become patrons
- Consider “open house”-type event or guided tours of the facility
- Encourage book clubs
- Explore a patron recognition program
- Expand outreach services to meet the needs of the community environment

GOAL Continue to Expand and Update Programs to Meet the Needs of the Community

Objectives:

- Explore programming opportunities for senior center facilities
- Recruit local “notables” to participate in library events
- Investigate cross age/facility program activities (homework club/mentor, Wii, computer classes)
- Explore education opportunities utilizing natural resources surrounding the library in collaboration with Oxford Township Parks and Recreation
- Examine multi-cultural programming (cooking, holidays, music, language)
- Publicize programming opportunities via newspaper and websites
- Develop library informational packets for new parents or parents-to-be

GOAL Continue to Enhance Library Presence in the Community

Objectives:

- Develop presence at community events
- Increase library presence on public access TV/link to streaming video on website
- Explore linking websites to/from community organizations
- Create ways to promote and increase public knowledge about the library (i.e., flyers, brochures, infomercial, etc.)
- Market available space to the community
- Generate newspaper coverage of library events
- Explore reading celebrations at the library
- Expand the website to allow more staff control to update and modify



GOAL Promote a Friendly, Welcoming Atmosphere to the Community at All Levels at All Times

Objectives:

- Redefine community relations role
- Recruit community individuals to increase volunteer base for staff support
- Reduce physical barriers between staff and patrons (feng-shui)
- Explore possibilities of staff physically assisting patrons (i.e., roving reference)
- Consider ways to identify staff for the public
- Develop a staff recognition/appreciation program (internal newsletter)



GOAL Expand Technology Options to Stay Current, Secure, and Safe

Objectives:

- Explore possibilities of a library-hosted community website/bulletin board, community calendar
- Explore self check-out
- Investigate virtual reference services
- Examine options for Facebook & Twitter presence
- Improve technology infrastructure (i.e., color copier, color printer)
- Maintain current levels of online security
- Increase awareness of online databases and catalog
- Explore updating children’s technology stations to be more user-friendly
- Recruit law enforcement to present a program to children and/or adults on cyber-security