Roseville Public Library
Long Range Plan
2012-2016

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June 2012

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The purpose of the long range plan is to establish the guiding mission, values and vision for the next five years of library operation. The library commission and the library director use the plan as a blueprint for decisions regarding all aspects of library operations, from staffing to programming to collection development.

> **MISSION:** The Roseville Public Library serves as the cultural and informational center for the City of Roseville providing a wide variety of materials, programs and services for residents of all ages.

The Roseville Public Library strives toward a level of excellence in meeting the ongoing and ever-changing needs for educational, informational and recreational materials and services in an accessible, efficient and inviting environment.

> **Our Vision:** Roseville Public Library is the Heart of the Community. We want our residents to encounter a library that exceeds their expectations in every way. We want people in our community to consider the library essential to achieving their personal goals. When they have an information need they will immediately think of the library and the library will be readily available to them, physically or electronically.

DEMOGRAPHICS:
The Roseville Public Library is located in the City of Roseville in Macomb County, Michigan. The 2010 Census reports the city's population as 47,299. However, since the Roseville Public Library is a member of the Suburban Library Cooperative it actually serves residents in 21 surrounding communities so our overall service population has increased.

PRIORITIES:
The Roseville Public Library continues to operate with the following priorities established in the previous plan:
- ❖ Provide Access to Information Resources
- ❖ Improve Library Collections
- ❖ Develop Library Support Within The Community
- ❖ Improve Library Administration and Management
- ❖ Encourage and Support Lifelong Learning
- ❖ Provide Access to Technology
- ❖ Improve the Facility

THE PLAN

Priority 1: Provide Access to Information Resources

    1.1   Continue creating library pathfinders to assist patrons in locating information. [ongoing]

    1.2   Continue to provide thematic displays of fiction and non-fiction materials. [ongoing]

    1.3   Increase the accuracy rate for reference transactions.

Priority 2: Improve Library Collections

    2.1   Increase the Book Budget

    2.2 Allot 15 percent of the library's operating expenses to materials.

    2.3 Reallocate library resources to support the most popular collections.

    2.4 Weed 7 percent of the collection per year. [in progress]

    2.5 Evaluate the role and usage of databases in our community. [in progress]

    2.6   Review the needs of special populations (i.e., large print users, adult new readers, ESL patrons, home-schoolers, etc.)

    2.7 Develop a materials preservation plan.

    2.8   Establish a digital collection broader than the current collection of OverDrive materials.

Priority 3: Build Community and Develop Library Support

    3.1   Provide assistance to city officials and local businesses.

    3.2   Promote the library at local events such as the Roseville Public School programs like the Cultural Festival.

    3.3   Promote the library endowment fund and sponsor fundraisers to develop the fund. [on going]

    3.4   Seek grant support for library collections and programs.

    3.5   Encourage library commissioners to communicate with local, state and federal government representatives.

    3.6   Offer an annual public forum to discuss issues relevant to the community.

    3.7   Develop a marketing plan for library programs and collections.

    3.8   Foster good relations and cooperative efforts with Roseville Community Schools.

Priority 4: Improve Library Administration and Management

    4.1   Review and revise policies annually. [ongoing]

    4.2   Establish teams of employees that can support one another regarding work related questions.

    4.3   Develop an evaluation process for the library director.

    4.4   Improve staff technology skills.

    4.5   Re-establish a full-time position to manage Circulation/Tech Services

    4.6   Conduct a library walk-through and/or mystery shopper test.

4.7   Establish an annual performance review process to provide feedback to all employees.

4.8   Develop a technology support team to troubleshoot problems, assist patrons and maintain library technology.

4.9   Establish a committee to review and revise employee orientation packet.

4.10   Provide full-time librarians with more circulation training and supervisory responsibilities.

4.11   Re-establish monthly staff meetings and annual staff development day.

Priority 5: Support Lifelong Learning

5.1   Restructure library programs to attract new audiences to the library and meet the changing needs of regular library users.

5.2   Begin a brown-bag lunch program featuring speakers/topics of interest to adults.

5.3   Reallocate library resources to support collections that are in demand or increasing in popularity (i.e., DVDs, audiobooks, CDs, digital materials, etc.).

5.4   Develop a comprehensive program for technology training for the public.

5.5   Seek funding to establish a homework help program (i.e., Tutor.com).

5.6   Develop/offer at least one program per year that addresses job search techniques (i.e., resume writing, job searching, interviewing skills, etc.).

5.7   Add links to library website that are directly related to school curricula.

Priority 6: Provide Access to Technology

6.1   Develop a technology policy or plan that incorporates both the Suburban Library Cooperative plan and the City of Roseville Plan.

6.2   Digitize local information and photographs using Portfolio.

6.3   Monitor technological trends and implement those that are valuable and appropriate.

6.4   Consider adding a self-serve check-out.

6.5   Complete the conversion to RFID and train staff

6.6   Update the library website.

Priority 7: Improve the Facility

7.1   Paint the staff area.

7.2   Re-carpet the library.

7.3   Review space/layout, including the basement.

7.4   Improve security and safety (especially at staff entrance).

7.5   Assemble all building equipment service guides, owners manuals, parts lists, warranties and instructional publications into a central file.

7.6   Discard or sell donated objects that no longer enhance the appearance of the library.

The library director, with the assistance of the assistant director and library commission, will review the Long Range Plan periodically to determine whether goals and objectives set forth are being met. If any goal or objective is not being met, a determination will be

made as to whether that objective is still relevant. If so, they will investigate strategies to achieve implementation within a timely and cost-effective manner. If the objective is no longer relevant it will either be amended or deleted from the plan.