

Briggs Public Library  
Strategic Plan 2016-2021  
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## Briggs Public Library Strategic Plan 2016-2021

### **Mission Statement**

This mission of the Briggs Public Library is to actively provide easily accessible services, materials, and programs to people of all ages to meet evolving recreational, cultural, informational, and educational needs.

### **Overview**

Briggs Public Library is located at 108 East Railroad Street in St. Johns, Michigan. The city is approximately one half hour directly north of Lansing and serves as the Clinton County seat. The class four library serves around 19,000 people in the city and seven contracting townships.

Briggs Public Library is run by a Board of Directors. The Board controls all the funds but the financial paperwork goes through St. Johns city offices as the Library is a city entity. The building is 9,584 square feet and houses 45,674 volumes as of July 2014. There are nine internet computer stations for patron use. Besides the adult, young adult, and children's areas, the Library has a conference room, study room, and the Bement room containing a local history collection. The Library offers a variety of programs for children and adults. Hours of operation are: Monday through Thursday 10:00 to 8:00, Friday 10:00 to 6:00 and Saturday 10:00 to 3:00. Briggs Public Library is a member of the White Pine Library Cooperative.

The primary funding sources for Briggs Public Library are appropriations, millages, township contributions, penal fines, state aid, and donations. The primary expenditures are for the collection, personnel expenses, and computer and electronic access.

In preparation for the Strategic Plan, the Library developed a FactBook which contained information about the Library, other libraries similar in size, and the local community. The FactBook was used to help participants that attended a full day retreat come up with a list of long-range objectives for the Library. Once the long-range objectives were identified, the Library Board developed task forces to come up with short-term goals for obtaining the objectives. The Strategic Plan outlines the objectives and goals identified by the retreats participants and task forces.

### **Long-Range Objectives**

1. Capital maintenance
2. Community awareness
3. Modern building to class IV standard to meet community needs
4. Funding task force
5. State of the art technology

### **Action Plan**

#### **Objective 1: Capital Maintenance**

**Goal:** Develop a plan to maintain the facility to safe and efficient operating standards.

**Short Term Goal 1.1:** Develop a Maintenance Schedule

The Library has six working furnaces and air conditioning units that are currently maintained by Library personnel and volunteers. Filters are expensed from the building maintenance line of the

budget and any necessary repairs are taken from the Contractors/Outside Services line of the budget. Chasco Plumbing & Heating, Inc. has provided a quote to maintain each unit once per year.

**Short Term Goal 1.2: Fix Slippery Tile**

The tile in the entryway and around the circulation desk becomes very slippery when wet. There were two remedies discussed. Option 1 is to improve existing tiles by painting a non-slip coating over existing tiles and option 2 is to purchase new runners with suction cups on bottom to reduce slip.

**Short Term Goal 1.3: Update Exterior**

There are many ways to improve the exterior of the building. This task force has identified the following items to be addressed: install energy efficient outdoor lights, slide siding back into place where gaps are found, install a new back gutter fit to the size of the building to help prevent the ice buildup and flooding around the back door, install new downspouts to keep water away from the foundation, and paint the roof gable.

**Short Term Goal 1.4: Better use of Space**

The tables available for patrons are 6 foot long tables that do not offer much privacy and personal workspace. An option to provide patrons with more privacy and personal workspace, while keeping the large tables for programming efforts is to make removable dividers for the current table.

**Short Term Goal 1.5: Install Variable Frequency Drives (VFDs)**

The Library has 6 air conditioning units. Installing VFDs will reduce the surge of start-up energy exerted when an air conditioner runs. Therefore, VFDs will increase the efficiency of the current units.

## **Objective 2: Community Awareness**

**Goal:** To increase community awareness of Briggs Library and its activities and value to community.

**Short Term Goal 2.1:** Contract with a PR/marketing firm to better brand Library, establish a plan of action for subsequent tasks, and train current staff in implementation.

The purpose of this short term goal is to publicize the many services that the Library has to offer, inform the public of the Library financial needs, and to improve the overall social media presence.

**Short Term Goal 2.2:** Increase online presence and use of technology as a means to communicate.

Technology has become a standard forum for communication and the Library would like to capitalize on this by providing email and social media blasts to patrons and community members of activities, Library news, and needs of the Library.

**Short Term Goal 2.3:** Partner with schools, city, community and local businesses

The Briggs Public Library would like to meet with school administration about ways to bring news of the Library into the schools. In addition, open communication and partnership with local businesses would help increase the knowledge and attendance of community programming.

**Short Term Goal 2.4:** Increase print media and circulation

The Library staff and PR firm would brainstorm places to advertise and look into costs for each type of print media such as newspaper articles, flyers, placemats at local restaurants, bookmarks for Library patrons and school, and yard signs.

**Short Term Goal 2.5:** Design a logo for branding and to establish a constant image. The Library does not have a designated logo. Images of the existing building are used on the web page and in social media, but the desire to have a logo that encompasses what the Library does for the community is desired. This goal would be tied directly to goal 2.1.

**Short Term Goal 2.6:** Compile and publish a list of services. The task force members working on objective #2, have compiled a list of services and the Library would look to staff members and the contracted PR firm to advertise these services.

### **Objective 3: Modern building to class IV standard to meet community needs**

**Goal:** Build modern facility suitable for class IV to meet current needs and is fiscally responsible

**Short Term 3.1:** Remodel the storage pod to add functional space  
The Library would build a mezzanine with easy access for storage needs, divide the lower level into needed rooms for various activities and add another furnace.

**Short Term 3.2:** Remodel space freed up in current floor plan after storage pod is remodeled  
The Library would utilize the areas that are now freed up due to the remodel (goal 3.1) by developing an updated technology lab, increasing the size and availability of the used book sale area and providing additional space for the Library's collection.

**Short Term 3.3:** Stand Alone Projects  
Aside from the remodeling efforts, the Library would like to provide additional book shelves in the fiction and young adult collection areas, reconfigure the circulation desk, remodel the bathroom, replace the large tables with smaller round ones, and provide a self-checkout station that would free up the time of the staff.

**Long Term Goal 3.1:** Build a second pod  
A longer term goal would be to build a second pod on the southwest end of the building which would provide larger community rooms, programming rooms, increase space for the collection and possibly build a café. Any space between the existing pod and the new pod would be open garden space which could be utilized for relaxation, science projects and children's programming.

### **Objective 4: Funding Task Force**

**Goal:** To form a district library using school district boundaries

**Short Term 4.1:** Obtain resolutions from participating municipalities  
The first step in this objective is to meet with potential school boards and have the school boards verbally agree to support the concept of a district library based on school district boundaries.

**Short Term 4.2:** Prepare library agreement with aide of legal council  
The Library needs to hire an attorney with experience in library law. In addition, the Board of Directors needs to establish a team to develop the agreement with the aid of the attorney.

**Short Term 4.3:** Submit application to state librarian  
The contracted attorney is required to compile the application documents and the largest school district in the agreement must submit the application to the state librarian.

**Short Term 4.4:** Establish "Friends" Group for District Millage Campaign  
The purpose of the "Friends" group is to fundraise for the Library millage campaign, educate, and promote the millage benefits.

**Short Term 4.5:** Appointment of District Library Board Members

The current Director and board of directors will seek interest and recommendations for membership to the new District Library Board. The largest school district in the agreement must officially appoint the board members.

**Short Term 4.6:** Place Millage request on ballot

The Board of Directors with the aid of the attorney needs to determine the language to be placed on the ballot and submit to the county clerk.

## **Objective 5: State of the art technology**

**Goal:** Bring the technology in the Library up to Class IV standards

**Short Term 5.1:** Increase internet speed

The Library would like to upgrade the speed of the internet to the standard recommended by the Library of Michigan which is a minimum of 100 Megabytes for incoming data. The Library understands the need to reassess the speeds needed to maintain industry standards and public demand.

**Short Term 5.2:** Increase Community Awareness of Technology Services

The Library understands the need to promote the technological resources available to the public; especially the downloadable collection through social media, traditional sources like newspaper and website, and any other avenues recommended by Community Awareness Task Force. In addition, the Library would like to promote the one-on-one tech support with emphasis on Overdrive by Library staff and make the public aware of times when Overdrive offers unlimited checkouts of a particular title.

**Short Term 5.3:** Establish a technology/computer lab

The need for a dedicated computer lab is high. The new computer lab would contain 8 to 10 computers and 10 tablets with easy access for staff in a location that can be easily monitored. The Library also understands that the hardware and software needs to be updated as technology evolves. In addition to the computer lab, the Library would like to invest in a new printer and identify ways to advertise the resources available in the computer lab.

**Short Term 5.4:** Increase downloadable collection(s)

The Library would like to increase budget for 2016-2017 fiscal year to include downloadable magazines and more materials purchased through the Overdrive Advantage program and to annually work to increase budget for e-books, audio, magazines, and databases. Two annual subscriptions that are of special interest are to the Ancestry Library Edition database and the CultureGrams database.

**Short Term 5.5:** Develop a technology plan that incorporates a consistent budget for technology (Hardware and Software)

The budgetary plan would list hardware and software purchases and updates needed for the Library to stay current for a five year period.