

Reed City Area District Library: A Three (3) Year Plan for 2022 to 2025

2022 Proposed Plan

Category 1: GOVERNANCE AND ADMINISTRATION

1.1 Maintain Strong Relationships between RCADL and district partner boards

Actions

- a. Trustees/liaisons attend township and city council meetings quarter at minimum
- b. Provide townships and City Council with annual strategic Plan Updates

Time Line **Quarterly** **Annually**

<i>1st Quarter Goal:</i> Monthly reports at meetings	Status:	Comments:
<i>2nd Quarter Goal:</i> Monthly reports at meetings	Status:	Comments:
<i>3rd Quarter Goal:</i> Monthly reports at meetings	Status:	Comments:
<i>4th Quarter Goal:</i> Monthly reports at meetings	Status:	Comments:
<i>Annual Review:</i>		

1.2 Maintain RCADL's Policy Manual

Actions

- a. Adopt updates, initial review completed in 2019
- b. Additional updates to be completed every two years (2022, 2024, 2026, etc.)

Time Line: **Biannually**

<i>1st Quarter Goal:</i> HR committee to have initial meeting	Status:	Comments:
<i>2nd Quarter Goal:</i> Continue meeting and report to Board	Status:	Comments:
<i>3rd Quarter Goal:</i> Finalize review and adopt updates	Status:	Comments:
<i>4th Quarter Goal:</i> n/a	Status:	Comments:
<i>Annual Review:</i>		

1.3 Participate in relevant Library of Michigan and Mid Michigan Library League activities

Actions

- a. Staff and trustees to attend relevant conferences and meetings throughout the year
- b. Funds to be set aside in budget for expenses

Time Line: **Ongoing**

<i>1st Quarter Goal:</i> As relevant	Status:	Comments:
<i>2nd Quarter Goal:</i> As relevant	Status:	Comments:

<i>3rd Quarter Goal:</i> As relevant	Status:	Comments:
<i>4th Quarter Goal:</i> As relevant	Status:	Comments:
<i>Annual Review:</i>		

1.4 Maintain a balanced budget

Actions

- a. Review budget status at Board meetings

Time Line: Ongoing

<i>1st Quarter Goal:</i> Monthly reports at meetings	Status:	Comments:
<i>2nd Quarter Goal:</i> Monthly reports at meetings	Status:	Comments:
<i>3rd Quarter Goal:</i> Monthly reports at meetings	Status:	Comments:
<i>4th Quarter Goal:</i> Monthly reports at meetings	Status:	Comments:
<i>Annual Review:</i>		

1.5 Review and update Board By-Laws

Actions

- a. Adopt updates, initial review completed in 2019
- b. Additional updates to be completed every two years (2022, 2024, 2026, etc.)

Time Line: Biannually

<i>1st Quarter Goal:</i> HR committee have initial meeting	Status:	Comments:
<i>2nd Quarter Goal:</i> Continue meeting and report to Board	Status:	Comments:
<i>3rd Quarter Goal:</i> Continue meeting and report to Board	Status:	Comments:
<i>4th Quarter Goal:</i> Finalize, review and update Board by-laws	Status:	Comments:
<i>Annual Review:</i>		

1.6 Review and evaluate status of RCADL's three (3) year plan

Actions

- a. Review strategic plan progress quarterly at board meetings
- b. Strategic Planning Committee to continue meeting twice a year

Time Line: Quarterly Biannually

<i>1st Quarter Goal:</i> SPC to meet, review 4th quarter progress	Status:	Comments:
<i>2nd Quarter Goal:</i> Review 1st Quarter progress in April	Status:	Comments:
<i>3rd Quarter Goal:</i> Review 2nd Quarter progress in July	Status:	Comments:
<i>4th Quarter Goal:</i> Review 3rd Quarter progress in December	Status:	Comments:

Annual Review:

1.7 Create Yearly Goal sheet to implement Strategic Plan

Actions

- a. Initial goals identified at a first quarter meeting
- b. Review yearly goal sheet at monthly Board meetings

Time Line: Ongoing Annually

<i>1st Quarter Goal:</i> SPC to meet, review 4th quarter progress	Status:	Comments:
<i>2nd Quarter Goal:</i> Monthly assessment at Board meeting	Status:	Comments:
<i>3rd Quarter Goal:</i> Monthly assessment at Board meeting	Status:	Comments:
<i>4th Quarter Goal:</i> Monthly assessment at Board meeting	Status:	Comments:
<i>Annual Review:</i>		

1.8 Pursue Library of Michigan's Quality Service Audit Checklist (QSAC) status

Actions

- a. Obtain and maintain essential QSAC status
- b. QSAC Committee to be developed and meet regularly

Time Line: Ongoing Annually

<i>1st Quarter Goal:</i> Create a QSAC committee	Status:	Comments:
<i>2nd Quarter Goal:</i>	Status:	Comments:
<i>3rd Quarter Goal:</i>	Status:	Comments:
<i>4th Quarter Goal:</i>	Status:	Comments:
<i>Annual Review:</i>		

1.9 Update and maintain accounting practices

Actions

- a. Continue bookkeeping practices with the City of Reed City

Time Line: Ongoing

<i>1st Quarter Goal:</i> Monthly communications and follow thru	Status:	Comments:
<i>2nd Quarter Goal:</i> Monthly communications and follow thru	Status:	Comments:
<i>3rd Quarter Goal:</i> Monthly communications and follow thru	Status:	Comments:
<i>4th Quarter Goal:</i> Monthly communications and follow thru	Status:	Comments:
<i>Annual Review:</i>		

1.10 Retire Renovation Debt Early

Actions

- a. Continue to pay accelerated amount

Time Line: Ongoing

<i>1st Quarter Goal:</i> Finance Committee to meet, plan and report	Status:	Comments:
<i>2nd Quarter Goal:</i> Report to the Board	Status:	Comments:
<i>3rd Quarter Goal:</i> Report to the Board	Status:	Comments:
<i>4th Quarter Goal:</i> Report to the Board	Status:	Comments:
<i>Annual Review:</i>		

Category 2: PERSONNEL AND HUMAN RESOURCES

2.1 Staff the library for maximum efficiency and continuity

Actions

- a. Continue to assess needs for additional staffing
- b. Continue to research funding possibilities to support expanding staff

Time Line: Ongoing

<i>1st Quarter Goal:</i> On-going assessment	Status:	Comments:
<i>2nd Quarter Goal:</i> On-going assessment	Status:	Comments:
<i>3rd Quarter Goal:</i> On-going assessment	Status:	Comments:
<i>4th Quarter Goal:</i> On-going assessment	Status:	Comments:
<i>Annual Review:</i>		

2.2 Provide ongoing professional development opportunities for paid staff

Actions

- a. Virtual and in person workshops and conferences
- b. Develop a plan or schedule for regular/routine training

Time Line: Ongoing

<i>1st Quarter Goal:</i> As available	Status:	Comments:
<i>2nd Quarter Goal:</i> As available	Status:	Comments:
<i>3rd Quarter Goal:</i> As available	Status:	Comments:
<i>4th Quarter Goal:</i> As available	Status:	Comments:
<i>Annual Review:</i>		

2.3 Recruit, train, and recognize library volunteers

Actions

- a. Hold annual volunteer recognition event
- b. Develop volunteer orientation package
- c. Recruit and maintain new volunteers annually

Time Line: Ongoing Annually

1st Quarter Goal:	Status:	Comments:
2nd Quarter Goal:	Status:	Comments:
3rd Quarter Goal:	Status:	Comments:
4th Quarter Goal:	Status:	Comments:
Annual Review:		

2.4 Conduct annual service evaluations with staff

Actions

- a. Director to review staff members annually in January

Time Line: Annually

1st Quarter Goal: Administer evaluations	Status:	Comments:
2nd Quarter Goal: Follow up as necessary	Status:	Comments:
3rd Quarter Goal: Follow up as necessary	Status:	Comments:
4th Quarter Goal: Follow up as necessary	Status:	Comments:
Annual Review:		

2.5 Formation of "Friends of RCADL" group

Actions

- a. Develop RCADL Friends Group
- b. Work with other local Friends Groups for assistance

Time Line Ongoing

1st Quarter Goal: Research process	Status:	Comments:
2nd Quarter Goal: Begin recruiting	Status:	Comments:
3rd Quarter Goal: Continue recruiting	Status:	Comments:
4th Quarter Goal: Plan next steps	Status:	Comments:
Annual Review:		

2.6 Conduct annual Board of self-evaluation

Actions

- a. Meet annually to evaluate Board via outside tools and resources

Time Line: **Annually**

<i>1st Quarter Goal:</i> Board review and training	Status:	Comments:
<i>2nd Quarter Goal:</i>	Status:	Comments:
<i>3rd Quarter Goal:</i>	Status:	Comments:
<i>4th Quarter Goal:</i>	Status:	Comments:
<i>Annual Review:</i>		

2.7 Identify potential Board member candidates

Actions

- a. Cultivate a bench of potential Board candidates to fill vacancies as they arise

Time Line: **Ongoing**

<i>1st Quarter Goal:</i> Cultivate list of potential candidates for Board	Status:	Comments:
<i>2nd Quarter Goal:</i> Cultivate list of potential candidates for Board	Status:	Comments:
<i>3rd Quarter Goal:</i> Cultivate list of potential candidates for Board	Status:	Comments:
<i>4th Quarter Goal:</i> Cultivate list of potential candidates for Board	Status:	Comments:
<i>Annual Review:</i>		

Category 3: SERVICES TO THE PUBLIC

3.1 Continue to assess patron needs

Actions

- a. Patron suggestions box
- b. Conduct community survey online and by hard copy at the library to be conducted every two years (last completed 8/18)

Time Line: **Ongoing** **Biannually**

<i>1st Quarter Goal:</i> Finalize and implement survey	Status:	Comments:
<i>2nd Quarter Goal:</i>	Status:	Comments:
<i>3rd Quarter Goal:</i>	Status:	Comments:
<i>4th Quarter Goal:</i>	Status:	Comments:
<i>Annual Review:</i>		

3.2 Expand services and information for community members with special needs

Actions

- a. Information posters
- b. Braille and talking book library

Time Line: Ongoing

<i>1st Quarter Goal:</i>	Status:	Comments:
<i>2nd Quarter Goal:</i>	Status:	Comments:
<i>3rd Quarter Goal:</i>	Status:	Comments:
<i>4th Quarter Goal:</i>	Status:	Comments:
<i>Annual Review:</i>		

3.3 Expand community programming and special group activities

Actions

- a. Continue to expand the summer reading Program (SRP)
- b. Further explore partnership with RCAPS
- c. Continue to offer new, relevant community programs annually
- d. Explore mobile delivery to senior center and/or home delivery for homebound patrons by 2020

Time Line: Ongoing

<i>1st Quarter Goal:</i> Staff led	Status:	Comments:
<i>2nd Quarter Goal:</i> Staff led	Status:	Comments:
<i>3rd Quarter Goal:</i> Staff led	Status:	Comments:
<i>4th Quarter Goal:</i> Staff led	Status:	Comments:
<i>Annual Review:</i> Ongoing		

3.4 Increase services offered to District and Contracted service areas

Actions

- a. Bring on contract libraries as full partners if possible by 2024
- b. Add additional township members as possible by 2024
- d. Reinstate Hersey as a District partner

Time Line: Ongoing

<i>1st Quarter Goal:</i>	Status:	Comments:
<i>2nd Quarter Goal:</i>	Status:	Comments:
<i>3rd Quarter Goal:</i>	Status:	Comments:
<i>4th Quarter Goal:</i>	Status:	Comments:

Annual Review:

3.5 Assessment of Collection

Actions

- a. Inventory collection
- b. Assess collection for circulation use, wear and tear, relevancy, and diversity
- c. Weed the collection as necessary (see also: Goal 5.1).
- d. Add to collection focussing on updated information, trends, and diversity and inclusivity

Time Line: **Ongoing**

<i>1st Quarter Goal:</i> Adult Fiction including audiobooks& large print	Status:	Comments:
<i>2nd Quarter Goal:</i> Adult Nonfiction	Status:	Comments:
<i>3rd Quarter Goal:</i> J and JE collections	Status:	Comments:
<i>4th Quarter Goal:</i> YA and Genre collections	Status:	Comments:
<i>Annual Review:</i>		

Category 4: PUBLIC RELATIONS

4.1 RCADL logo and Rebranding

Actions

- a. Update Logo
- b. Rebrand

Time Line: **Ongoing**

<i>1st Quarter Goal:</i> Update Logo	Status:	Comments:
<i>2nd Quarter Goal:</i> Rebrand all external communications	Status:	Comments:
<i>3rd Quarter Goal:</i> Rebrand all internal communications	Status:	Comments:
<i>4th Quarter Goal:</i> New sign installed	Status:	Comments:
<i>Annual Review:</i>		

4.2 Continue to maintain communications with the public

Actions

- a. Advertise library workshops and events via media and the website
- b. Create and maintain patron email list to distribute monthly program calendar
- c. Display signs in partner townships and around Reed City

Time Line: **Ongoing**

<i>1st Quarter Goal:</i> Continue current communications	Status:	Comments:
<i>2nd Quarter Goal:</i> Continue current communications	Status:	Comments:
<i>3rd Quarter Goal:</i> Continue current communications	Status:	Comments:
<i>4th Quarter Goal:</i> Continue current communications	Status:	Comments:
<i>Annual Review:</i>		

4.3 Ensure Public Relations is a priority for the library

Time Line:

- a. Continue with media relations and outbound marketing
- b. Facetime in the community

Time Line: Ongoing

<i>1st Quarter Goal:</i> Continue current communications	Status:	Comments:
<i>2nd Quarter Goal:</i> Continue current communications	Status:	Comments:
<i>3rd Quarter Goal:</i> Continue current communications	Status:	Comments:
<i>4th Quarter Goal:</i> Continue current communications	Status:	Comments:
<i>Annual Review:</i>		

Category 5: FACILITIES AND EQUIPMENT

5.1 Continue to assess interior layout of library to better accommodate growing collection and patron needs

Actions

- a. Continue collection weeding process by staff
- b. Walk through to evaluate layout of collection

Time Line: Annually

<i>1st Quarter Goal:</i> Staff efforts continue	Status:	Comments:
<i>2nd Quarter Goal:</i> Staff efforts continue	Status:	Comments:
<i>3rd Quarter Goal:</i> Staff efforts continue	Status:	Comments:
<i>4th Quarter Goal:</i> Staff efforts continue	Status:	Comments:
<i>Annual Review:</i>		

5.2 Conduct annual review of physical grounds and landscape

Actions

- a. Walk grounds and assess every Spring
- b. Walk ground and assess every Fall

Time Line: **Annually**

<i>1st Quarter Goal:</i> Building Improvement Committee inspection	Status: Completed	Comments:
<i>2nd Quarter Goal:</i> n/a	Status:	Comments:
<i>3rd Quarter Goal:</i> Building Improvement Committee inspection	Status:	Comments:
<i>4th Quarter Goal:</i> n/a	Status:	Comments:
<i>Annual Review:</i>		

5.3 Conduct annual maintenance of exterior, interior, and outdoor areas

Actions

- a. Develop back yard into an engaging learning space
- b. Develop side yard
- c. Remove pinetrees and stumps

Time Line: **Ongoing**

<i>1st Quarter Goal:</i>	Status:	Comments:
<i>2nd Quarter Goal:</i>	Status:	Comments:
<i>3rd Quarter Goal:</i>	Status:	Comments:
<i>4th Quarter Goal:</i>	Status:	Comments:
<i>Annual Review:</i>		

5.4 Continue to assess library square footage and possibility of expansion needs in future

Actions

- a. Consider expansions after loan is satisfied within ten years - approx. by 2034

Time Line: **Ongoing**

<i>1st Quarter Goal:</i>	Status:	Comments:
<i>2nd Quarter Goal:</i>	Status:	Comments:
<i>3rd Quarter Goal:</i>	Status:	Comments:
<i>4th Quarter Goal:</i>	Status:	Comments:
<i>Annual Review:</i>		

Category 6: TECHNOLOGY

6.1 Update and maintain website design and functionality

Actions

- a. Work with peer libraries to stay current on website development and trends

Time Line: **Quarterly**

<i>1st Quarter Goal:</i> Continue upkeep on website	Status:	Comments:
<i>2nd Quarter Goal:</i> Continue upkeep on website	Status:	Comments:
<i>3rd Quarter Goal:</i> Continue upkeep on website	Status:	Comments:
<i>4th Quarter Goal:</i> Continue upkeep on website	Status:	Comments:
<i>Annual Review:</i>		

6.2 Write a Library Technology Plan that addresses upgrading service and replacement of equipment on a regular basis

Actions

- a. Staff will develop and maintain a Technology Plan and present to Board Annually

Time Line: **Annually**

<i>1st Quarter Goal:</i> Cultivate Technology Plan	Status:	Comments:
<i>2nd Quarter Goal:</i>	Status:	Comments:
<i>3rd Quarter Goal:</i>	Status:	Comments:
<i>4th Quarter Goal:</i>	Status:	Comments:
<i>Annual Review:</i>		

6.3 Upgrade Broadband Access to Fiber

Actions

- a.

Time Line: **Ongoing**

<i>1st Quarter Goal:</i>	Status:	Comments:
<i>2nd Quarter Goal:</i>	Status:	Comments:
<i>3rd Quarter Goal:</i>	Status:	Comments:
<i>4th Quarter Goal:</i>	Status:	Comments:
<i>Annual Review:</i>		