

2021/22 Clinton Township Public Library Action Plan

Goal 1. Increase library's contribution to internet access for community members by purchasing 5 more circulating hotspots

2021 Results:

The library purchased 3 additional hotspots with grant funds, for a total of 5 circulating hotspots. Since then, one was checked out and not returned. The service was permanently shut off. The other 4 are circulating continually and service has been renewed.

2022 Objectives:

Because the hotspots are continually checked out, there is a need to continue the program. However, managing hotspot checkouts and returns is time consuming. Holdings should not be increased in 2022, and library action moving forward should focus on improving access to the hotspots the library owns.

Goal 2. Review and reconsider library policies, making sure they reflect current patron needs and library practices.

A. Review and update library policies.

B. Increase community awareness of policies by improving communication via various channels including the library website and in-library signage.

2021 Results:

- The library director has been working with the board on policy updates and additions throughout the year.
- A new policy was drafted for Social Media.
- The Circulation, Fines and Fees, Library Cards, and Collection Development policies have been revised and approved.
- Approved/updated policies have been posted on the library's About page and are placed in a binder at the checkout desk for patron and staff reference.

2022 Objectives:

- Continue revising remaining policies as time permits.
- Draft and approve a new Outreach policy.

Goal 3. Improve library transparency.

Improving communication via various channels, including social media, direct email, and the library website.

2021 Results:

- The library has published the approved budgets, policies, and board meeting minutes on the website. They can be viewed and downloaded on the About page.
- Social media tools and the website were used to promote the library board vacancy to encourage members of the public to apply.
- The library has submitted articles to local newspapers to inform the public of all activities, highlighting those that are grant-funded to bring awareness of the library's fundraising efforts.
- The library has added a Suggestion Box and Item Purchase Request form to the website to encourage two-way communication with patrons.

2022 Objectives:

- Increase utilization of social media (Facebook and Twitter) by 30%.
- Write/submit at least 12 articles to the Clinton Local and The Manchester Mirror.

Goal 4. Increase staff development to promote longevity, inspire motivation, and improve patron services.

2021 Results: During FY 2021 staff members attended the following webinars:

Tamara: Preparing for the Next Wave of Pandemic Fatigued Customers, New Director's (virtual) Workshop, MARC: An Introduction, Original Cataloging of Digital Resources Using RDA, Leading Big in Small Spaces (virtual conference), Assigning Library of Congress Subject Headings, and Advanced Director (virtual) Workshop.

Mary: Preparing for the Next Wave of Pandemic Fatigued Customers, and New Directors Workshop

Bonnie: Digital Literacy Training

Pat: Preparing for the Next Wave of Pandemic Fatigued Customers

2022 Objectives:

- Train all staff members on the new integrated library system (Atrium) in the first quarter of 2022.
- Tamara will be taking online courses during the summer of 2022 on network administration (most likely through LinkedIn Learning) to reduce the need for outside contractors.
- Mary will complete the Library of Michigan's Beginning Workshop and obtain her Library of Michigan Level 3 certification by the end of 2022.

- Staff will be offered other training opportunities throughout the year based upon their interests, skills, and position requirements.

Goal 5. Expand materials and services for underrepresented populations within the library's service community.

1. Identify underrepresented populations and select one or more target populations

2021 Results: During 2021 the library targeted teens as our underserved population.

2022 Objectives: During 2022 the library will continue to build upon the work they have started with teens. Beginning in January, the library will target homeschooling families as an additional underrepresented population.

2. Set specific goals or budgetary allocations for materials and/or services for target populations

2021 Results:

- The following actions were taken to increase teen use of the library: to-go kits, craft night (June, 2021), the launch of the VolunTeen group, teen-specific programming (TeenTime), and ongoing discussions about books/materials they would like to see in the collection.
- Circulation/collection:
 - 2020 The library purchased 124 teen books (YA books, teen kits, and graphic novels) and circulated 413 teen materials.
 - 2021 The teen/YA collection was heavily weeded to remove non-circulating materials and feedback was sought from teens to target materials of interest to them. The library purchased 51 teen books and circulated 513 items in teen collections.
- Programming:
 - FY 2020-21 The library offered no teen-specific programs and reported no teen attendance for the year*.
 - FY 2021-22 The library hosted 9 Teen-only programs, with more planned for future months.

*Attendance includes only teen-specific programs.

2022 Objectives:

- Increase programming for teens on a regular basis with a goal of providing no less than 12 programs in 2022.
- Launch a new homeschooling group in the 1st quarter of 2022.

- Establish communications channels with homeschool families to better determine their materials and service needs.

Goal 6. Increase active library users.

Definition: The library's current system identifies active patrons as those who have at least one checkout within the selected timeframe.

2021 Results:

According to patron reports in our ILS, the library had 587 active library users during 2020 and 651 active library users during 2021, 64 more active users in 2021 or a 10.9% increase over 2020. The library will look to build upon this growth through further work on the following:

1. Expand digital services and/or products for patrons accessing collections and services remotely

2021 Results:

Due to cost, the library refrained from investing in catalog enhancements. However, research into other options continued. In November and December, a change to a new ILS was explored. The product offers integrated catalog enhancements to provide a much better user experience (Atrium) at a lower cost (after the first year). The savings in future years (once the cost of changing has been recouped) may be used for the purchase of additional products.

2022 Objectives:

- The library will implement the new library system with enhanced catalog and mobile app in the first quarter of 2022.
- The library will promote electronic magazines in social media or on the website at least once per quarter to increase patron awareness.

2. Target schools for outreach and program collaboration

The Clinton public schools were closed to visitors due to Covid in the 2020-21 and 2021-22 school years. Therefore, the library opted to expand outreach to other areas and businesses in addition to the schools. This expanded outreach will continue in 2022.

2021 Results:

- Mary visited the Friends and Family Daycare in Clinton in June 2021 and again in Aug-Nov. 2021 (13 visits total).

- Zoom virtual storytime for the David P. Pray Preschool-1 visit
- In person storytime at Summer School (two classes)-1 visit
- Seed project kits: Distributed at the preschool
- Lego May-Nia (provided materials for in-class use. 1 elementary school classroom participated)
- Art Spots (provided materials for in-class use. Summer School and Day Care participated)
- Festivals and Markets: SummerFest (SR registration), Clinton Festival (1 day), Manchester Farmer's Market (1 day, SR registration), and Christmas in the Village (10am-2pm)

2022 Objectives:

- The library will design and implement a mini food pantry in the library's vestibule.
- Library staff will have booths for/at SummerFest, Manchester Farmer's Market, Clinton Festival, and Christmas in the Village.
- Make 12 visits to Clinton daycare providers to provide early literacy programming over the course of the year.
- Distribute "Welcome to the Library" packets to area real estate agents for clients/home buyers.