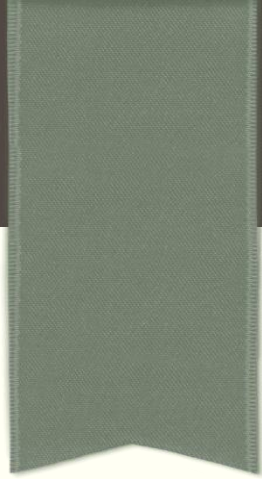


OXFORD PUBLIC LIBRARY

Strategic Initiatives & Objectives 2020

Bryan J. Cloutier, BA, MLIS
Library Director & CEO





TRANSFORMING TOMORROW,
PRESERVING OUR PAST,
& ENRICHING LIVES TODAY

Library Board of Directors

Kathy Hoeflein
President & Board Chair

Tony Rizzo
Vice President

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Julie Fracker
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Lynn Royster
Trustee

DuAnne Cook
Trustee



Library Leadership Team

Sandy Gilmore, BA, MLIS
Head of Adult Services

Rachael Quinn, BA, MLIS
Head of Teen Services

Kim Burean, BS, MSHDFS, MLIS
Head of Youth Services

Jackie Seimer, BAE
Head of Support Services

Mary Ann Dorda, ABA
Administrative Assistant

Terry Brewer
Building Superintendent



Plan 2020



Assure the Facility Meets the Needs of Oxford Both Today, and Beyond 2020

By means of marketing and town hall meetings, actively engage the community at-large in support of a capital campaign to accommodate:

- An expansion of the Youth and Adult Services departments
- Options for outdoor seating and garden area
- Installation of an emergency backup generator to ensure uninterrupted library services in the event of a communitywide emergency event
- Enhancements to the existing building and layout in order to reinvent space for additional quiet study, large group conferencing and to house the local history/genealogy collection
- Alternative materials for facility upgrades, maintenance and energy efficiency
- Setting aside funding from the general fund balance necessary to update and replace the aging structural and mechanical infrastructures
- Exploring options to incorporate café services when considering future expansion of the facility's footprint
- Investigating future makerspace options within the Library's Plan of Service



Partnering with Shareholders to Leverage Resources & to Minimize Duplication of Services

- Continue to collaborate with leadership groups and community organizations
- Investigate the need and location of a business/career resource center
- Continue to explore opportunities for communitywide partnerships that link government, not-for-profit, corporate and educational sectors together in a way that reduces taxpayer burden
- Explore opportunities that better serve the educational community by engaging in dialogue with leadership, faculty, students, and parents in an effort to better understand what needs are being adequately met and where areas of their plan of service can be enhanced by the products and services of the public library
- Support the unique and emerging needs of virtual education and reference services
- Develop a feasibility study and a comprehensive plan to reinstate Sunday operational hours



Continue to Expand and Update Programs and Services to Meet the Needs of Oxford

- Continue to explore programming opportunities that strengthen the library's relationship with local senior housing facilities
- Continue to recruit local “notables” to participate in Library events
- Continue to develop cross-age program activities
- Explore more culturally-diverse programming
- Explore educational opportunities utilizing the natural resources surrounding the Library in collaboration with Oxford Township Parks and Recreation
- Develop Library informational packets for new residents, new parents or parents-to-be
- Continue to facilitate opportunities for Oxford residents to exhibit local talent and hobbies
- Redefine the Library's community relations role
- Explore options to digitize and index the Oxford Leader newspaper
- Conduct a needs assessment to determine if creating an Educational Resource Librarian position would benefit and strengthen relations with local schools



Encourage an Organizational Team Culture Centered Around Leadership, Empowerment and Innovation

- Train all staff to be effective promoters of Library resources
- Encourage staff to experiment with various innovative technologies and service models by exploring new tools, systems, and partnerships that revolutionize and maximize end-user experience
- Adapt or pioneer a customer service model that places an emphasis on the concept of a limitless, or no boundaries library
- Establish benchmarks and evaluate progress that ensures the Library is being responsible stewards of, and making good use of the taxpayer's investment
- Upgrade current infrastructure and implement latest technologies in library service to better advance communication and promote efficiency
- Explore latest advancements in RFID and self-check-out technologies in order to maximize a better return on investment



Increase Awareness Among Users and Non-Users

- Investigate alternative, more cost efficient methods in providing outreach programs for senior citizens, homebound residents, and others in the community
- Continually reevaluate the Library's social media presence in order to identify and track community trends to align its Plan of Service with community needs and interests
- Develop a stronger marketing plan that utilizes community events and resources as a marketing strategy for the library
- Increase library presence on public access TV/link to streaming video on website
- Generate broader media coverage of library events
- Bring Library resources to where people are; e.g., mobile patron registration and checkout



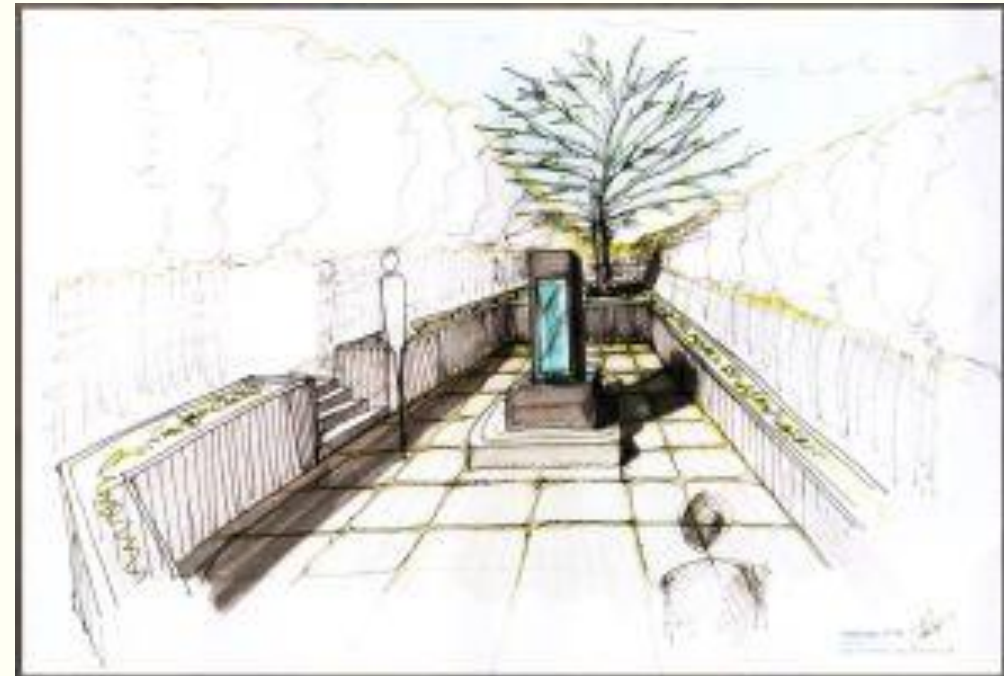
Respond to Oxford's Changing Demographic

- Continue to evaluate, analyze, and review patron requests, usage and statistical data and solicit input for collection expansion and maintenance
- Evaluate current methodology and make revisions that provide easier ways for patrons to make suggestions
- Examine ways to increase circulation
- Explore material leasing possibilities for bestsellers
- Reallocate or secure alternative funding to increase the digital media collection, online databases and educational resources
- Identify and expand unique and special collections to serve the needs of the community
- Conduct a needs assessment to determine if creating a Business Resource Librarian position would benefit and strengthen relations with the local business community



Promote a Safe, Friendly and Welcoming Atmosphere

- Implement a comprehensive plan to convert interior and exterior lighting over to more energy efficient LED technologies
- Research opportunities and costs to retrofit current furniture with better access to power and data needs
- Collaborate with area agencies and individuals to evaluate the facility and grounds for ADA inefficiencies
- Develop a comprehensive staff training program and procedure that addresses how to interact with and better serve patrons with disabilities
- Collaborate with local law enforcement and fire/EMT agencies to update the Library's emergency action plan
- Implement phase II of the library's physical plant operations plan to reduce barriers between staff and patrons; to include a redesign and replacement of the Adult and Youth Services desks matching the style and functionality of the support services welcome desk
- Explore alternative customer service models to include roving reference



Seek Opportunities to Generate Additional Funding and Sponsorships

- Maintain partnership with the Friends of the Library group
- Investigate additional grant opportunities
- Expand the library's memorial recognition and endowment programs
- Develop parameters for community room rental to "for profit" groups
- Explore user fees for fax and Notary services
- Develop an agreement with strategic partners to identify value of time and services, materials, space, or other in-kind contributions the library is making that better defines their return on investment
- Explore the possibility of developing a combined marketing and grant development specialist position within the library's administrative team
- Increase the library's volunteer network by establishing parameters, policies and a training program that align with the legal obligations of the public library



*“Strive not to be a success,
but rather to be of value...”*
—Albert Einstein

*“You never cross the ocean
until you have the courage
to lose sight of the shore...”*
—Christopher Columbus

