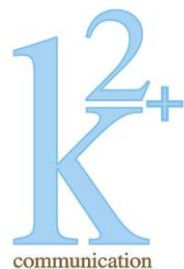




Canton Public Library
connecting your community

2012 – 2015 Strategic Planning

July 2012



Canton Public Library 2012 – 2015 Strategic Plan

Executive Research Summary

RESEARCH PHASES

- Utilizing data gathered by CPL and additional secondary research resources, key topics were identified that are relevant to the future of CPL.
- An internal CPL technology team supported research and identified key opportunities for CPL to become more proactive with technology (adapting, engaging, purchasing, etc...). Included utilization study for CPL computers.
- Utilization research was conducted to fully understand how and when distinct areas within the library are used throughout the day.

KEY FINDINGS

- Canton Demographics are shifting
 - Mature population will continue to grow in numbers.
 - Increase in the number of children in grades 5-8 and 9-12
 - Slight shift in ethnic diversity showing an increase in African American residents
- Employment shift from blue collar to white collar continues
- Canton continues to show signs of impact due to economic downturn
 - Canton Township has seen \$1 billion loss in tax value since 2007,
 - Less disposable income
 - Increase in residents needing state assistance
- As surrounding communities continue to experience economic issues, reduction in their library services are being seen. (Garden City, Romulus, Westland and Wayne have all reduced hours/services)
- Variety of community profiles (MOSIAC) suggest more demand for personalized service
- Due to the changing dynamics of society, there is a demand for flexible services and curated experiences
- Societal/Industry/Technology trends imply people are looking for more meaningful experiences with people, places and things
- Technology plays a key role in everyday experiences and making them meaningful
- Utilization patterns within the library suggest the need for flexible solutions
 - Certain areas are used less at certain times of the day (teen room, study rooms, kids area)
 - Group study rooms are occupied by only one person 25% of the time
 - CTT OPAC stations are rarely used
 - Computer carrels and the internet lab are consistently occupied
- 80% of library patrons visit the library for reasons other than checking out books; the remaining 20% check out 100% of materials on any given day
- There is a unique opportunity for the library to get involved and aligned with 21st Century Skill development

RESEARCH CONDUCTED

- Demographics (2012 US Census, SEMCOG)
- Canton Township Finance & Budget Report
- PCCS Data
- Trend Research
 - Societal, Industry, Technology
- Library Utilization Study (4/26 – 5/2)
- Library Computer Utilization Study
- 21st Century Skillset Understanding
 - The role of libraries and museums



Canton Public Library 2012 – 2015 Strategic Vision

Plan Overview

The proposed 2012 – 2015 Strategic Plan has six goals:

- User Centered Approach
- Developed Staff
- Financial Stability
- Dynamic Initiatives
- Curated Experiences
- 21st Century Skill Development

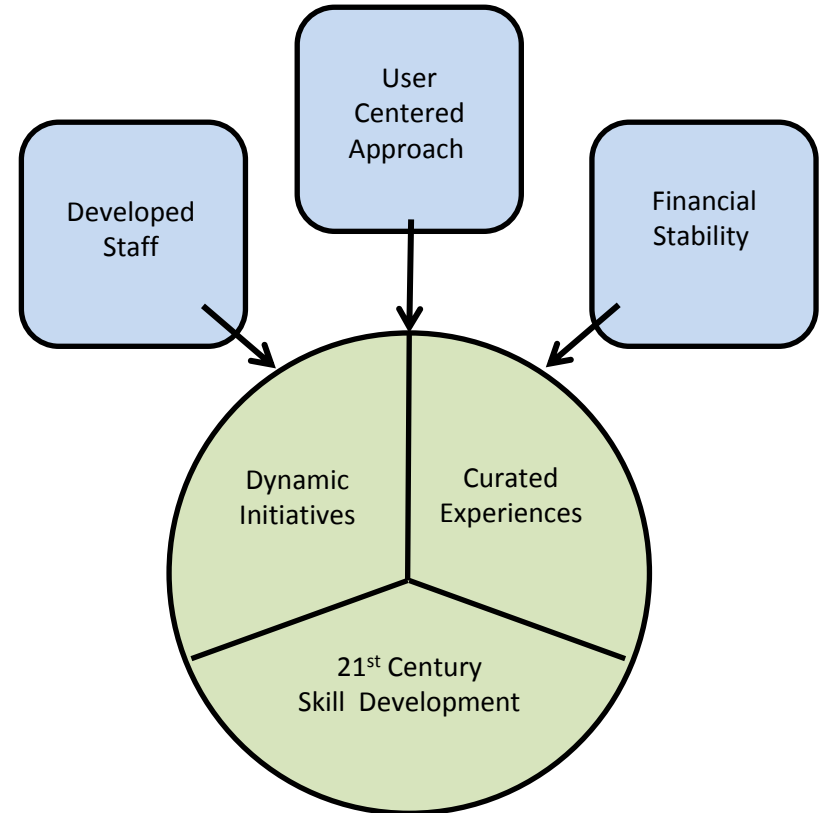
Having a user centered approach, developed staff and financial stability are **foundational** goals that must be met in order to accomplish the remaining three **core** goals.

The core goals were identified through research conducted specifically for this plan. They are crafted to elevate CPL's services, programs and collections.

Objectives have been identified for each goal. These objectives were created with a three-plus year outlook in mind. In addition, these objectives take into account that the CPL Strategic Plan is an evolving process based on the needs of and support from the community.

It is understood that the strategic goals will impact:

- Facility/Space/Environment
- Resources
- Technology
- Services/Programming
- Staff
- Communication



Canton Public Library 2012 – 2015 Strategic Plan

Goals and Objectives

DEVELOPED STAFF

The Canton Public Library will develop staff to help achieve the library's goals.

- **Understand** staff core competencies
- **Identify** and develop resources (people, tools, \$\$\$) needed to support staff development, including job specific duties, soft skills and topical expertise for curated experiences
- **Develop** an internal process to ensure that staff development is on target, applied and of value to the library
- **Communicate** the strategic plan/process to library staff to ensure alignment of individual goals/development to library goals
 - Formal report from Director
 - Cross-departmental review to prepare consistent quarterly reviews for each manager to share with their team
 - Continuous discussions to align department/individual initiatives to strategic plan

USER DRIVEN APPROACH

The Canton Public Library will take a user driven approach to better understand the utilization of the library.

- **Create** a Body of Knowledge (BOK) to understand current patron's needs, demographics, and utilization of the library (space, computers, collections, services, programs)
- **Utilize** BOK to determine library priorities and identify evolution plans (facilities, hours, resources, services, staff)
- **Review** departmental focused data/insights to identify impacts to individual departments each year (collections, programs, services)

FINANCIAL STABILITY

The Canton Public Library will be good stewards of the public's funds by implementing best practices and by encouraging efforts to use resources efficiently.

- **Perform** regular reviews of resources/services/infrastructure to assess utilization and determine value
- **Benchmark** other libraries and non-profits and apply best practices
- **Assess** and remodel three year budget plan to include capital improvement, technology, contingency and Just-In-Time programming and services plans
- **Increase** Board of Director role/involvement in improving financial stability (raising funds) based on best practice benchmark; Define BOD role and objectives



Canton Public Library 2012 – 2015 Strategic Plan

Goals and Objectives

DYNAMIC INITIATIVES

The Canton Public Library will focus on prioritizing initiatives that address the ever-changing needs of the community and the patrons.

- **Provide** just-in-time (anticipatory) delivery of programs, collections, services and knowledge to serve patrons as/when/where needed
- **Create** systems and processes that allow the library and its staff to appropriately balance/change status or function of schedules, hours, facility/space utilization

CURATED EXPERIENCES

The Canton Public Library will provide focused curation and expertise to help people help themselves.

- **Develop** specific expertise on a variety of topics identified with the BOK
- **Engage** staff with patrons on a new level to provide personalized and focused customer service
- **Assist** patrons in gathering knowledge through a variety of experiences, services, programs and collections (80% of patrons do not check out materials)

21ST CENTURY SKILL DEVELOPMENT

The Canton Public Library will commit to providing lifelong learning experiences, specifically around 21st Century Skills.

- **Utilize** self assessment tools to determine highest-value opportunities that align with CPL's strengths
- **Create** a three-year plan
- **Communicate** CPL's commitment, plan and goals to the community to engage and identify opportunities
- **Leverage** plan to raise money for library initiatives

