



CHESTERFIELD
TOWNSHIP
LIBRARY

Strategic Plan 2018-2023

Chesterfield Township Library
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C H E S T E R F I E L D
T O W N S H I P
L I B R A R Y

Library Vision

Anchored in Excellence...Unlimited Horizons

Library Mission

The mission of the Chesterfield Township Library is to enrich our community with unlimited opportunities for learning and discovery through excellence in services, resources, and cultural programs.

Board of Trustees

Murney R. Bell, President

Alan Naldrett, Vice President

Michael Miller, Treasurer

Linda Hartman, Secretary

Keith Nelson, Trustee

Rachel J. Pavelek, Trustee

Library Director

Elizabeth A. Madson

Chesterfield Township Library

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Goals & Objectives

Goal 1: Marketing: Create and promote a public image of the library as a vital, dynamic, customer-friendly and essential source of information, recreational reading, life-long learning, cultural enrichment and civic involvement.

Objectives:

- 1.1 Increase public awareness of the Chesterfield Township Library's offerings among all demographics.
- 1.2 Increase visibility among community organizations, non-profit agencies, business leaders and public officials to garner community-wide support.
- 1.3 Position the Chesterfield Township Library as a critical component of the continued growth and quality of life of Chesterfield Township.
- 1.4 Educate the public about the Strategic Plan for the Chesterfield Township Library and promote the activities the library undertakes to meet the plan's objectives using a variety of media (print, electronic, website, etc.).

Goal 2: Library Resources: Provide a dynamic, current collection of print and electronic resources designed to meet the needs of the community.

Objectives:

- 2.1 Expand library print, electronic and audio collection by 2% a year.
- 2.2 Expand library digital (e-content) collection by 5% each year.
- 2.3 Investigate opportunities to better serve English language learners and all student needs through print and electronic resources.
- 2.4 Review, maintain and develop additional electronic resources, as new technologies and formats emerge.

Goal 3: Technology: Implement technology strategies that increase efficiency, services, and responsiveness to the community.

Objectives:

- 3.1 Maintain a budget for technology with a 2-3 year forward looking technology plan that is reviewed annually.
- 3.2 Provide a website that is user friendly and welcoming; Continue to work on improving the Integrated Library System (ILS), the automated library catalog.
- 3.3 Continue to work on improving user satisfaction and efficiency to search for and reserve eBooks and other electronic materials.
- 3.4 Develop proficiency within the library staff of new and emerging technologies; Continue to monitor, investigate and adapt new and emerging technologies as warranted.

Chesterfield Township Library

Goal 4: Partnerships: Strengthen existing partnerships and develop new collaborations with educational organizations, non-profit agencies, community organizations, businesses and individuals.

Objectives:

- 4.1 Maximize library value to the community.
- 4.2 Increase visibility of the Library Director, staff leaders, and Library Board within the community in order to promote the library.
- 4.3 Continue to seek out partnerships with agencies and groups that are familiar with demographic changes in the community.
- 4.4 Identify ways to better serve the diverse and underserved populations within the community.

Goal 5: Customer Focus: Create a customer focused environment in all aspects of library service delivery.

Objectives:

- 5.1 Ensure a safe and respectful environment for all library patrons and staff.
- 5.2 Enhance customer-service focus among all staff.
- 5.3 Eliminate barriers to service.
- 5.4 Identify trends in library service delivery to better meet the needs of library patrons and increase staff efficiency.

Goal 6: Finance: Secure and allocate financial resources in a fiscally responsible manner in support of identified goals.

Objectives:

- 6.1 Continue the positive funding relationship with Chesterfield Township to insure stable funding that achieves the Library's financial goals.
- 6.2 Improve efficiency.
- 6.3 Establish and formalize policies to seek out alternative sources of funding to support and enhance library services.
- 6.4 Maintain awareness of issues affecting library funding.

Goal 7: Staff: Maintain a mutually supportive workforce and provide a work environment which fosters continuous improvement, teamwork and creativity.

Objectives:

- 7.1 Attract and retain quality staff who exhibit a commitment to excellence in library service delivery and customer service.

Chesterfield Township Library

- 7.2 Promote an environment where all staff is empowered to understand and commit to their role in the success of the Chesterfield Township Library.
- 7.3 Proficiency of staff will meet or exceed requirements of position.
- 7.4 Maintain the Chesterfield Township Library's market competitiveness in recruitment and retention of quality staff.

Goal 8: Public Programming: Provide Programming to meet community needs.

Objectives:

- 8.1 Develop programming plan that incorporates and coordinates programming efforts in relation to previously stated goals.
- 8.2 Enhance the Chesterfield Township Library's role in early literacy in the community through programming at the library.
- 8.3 Provide programming to enhance technology literacy based on community needs.
- 8.4 Provide programming that links to and promotes the use of other library resources in all their variety.