

**Roseville Public Library
Long Range Plan
2007-2011**

Library Commission/Planning Team

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The purpose of the long range plan is to establish the guiding mission, values and vision for the next five years of library operation. The library commission and the library director use the plan as a blueprint for decisions regarding all aspects of library operations, from staffing to programming to collection development.

MISSION: The Roseville Public Library serves as the cultural and informational center for the City of Roseville providing a wide variety of materials, programs and services for residents of all ages.

The Roseville Public Library strives toward a level of excellence in meeting the ongoing and ever-changing needs for educational, informational and recreational materials and services in an accessible, efficient and inviting environment.

Our Vision: Roseville Public Library is the Heart of the Community. We want our residents to encounter a library that exceeds their expectations in every way. We want people in our community to consider the library essential to achieving their personal goals. When they have an information need they will immediately think of the library and the library will be readily available to them, physically or electronically.

DEMOGRAPHICS:

The Roseville Public Library is located in the City of Roseville in Macomb County, Michigan. The 2000 Census reports the city's population as 48,129. According to SEMCOG, the estimated total population in Roseville as of December 2006 is 46,931 (a decrease of 2.5 percent). Despite the decrease in actual population, and the decrease in the size of the average household, the number of households in Roseville has actually increased. Also, since the Roseville Public Library is a member of the Suburban Library Cooperative it actually serves residents in 21 surrounding communities so our overall service population has increased.

PRIORITIES:

The Roseville Public Library continues to operate with the following priorities established in the previous plan:

- ❖ Provide Access to Information Resources
- ❖ Improve Library Collections
- ❖ Build Community and Develop Library Support
- ❖ Improve Library Administration and Management
- ❖ Encourage and Support Lifelong Learning
- ❖ Provide Access to Technology
- ❖ Improve the Facility

THE PLAN

Priority 1: Provide Access to Information Resources

- 1.1 Revise and update the library webpage adding more information and making it interactive. [completed and ongoing]
- 1.2 Add a reader's advisory page to the library website.
- 1.3 Begin participation with MelCat making it as easy as possible to request and receive materials through interlibrary loan. [completed/ongoing]
- 1.4 Continue creating library pathfinders to assist patrons in locating information. [ongoing]
- 1.5 Continue to provide thematic displays of fiction and non-fiction materials. [ongoing]
- 1.6 Increase the accuracy rate for reference transactions.
- 1.7 Make the Library Commission Agenda and Minutes available on the library website. [in progress]
- 1.8 Develop an email or instant messaging reference service.

Priority 2: Improve Library Collections

- 2.1 Restore the library book budget to what it was in 2005-2006.
- 2.2 Allot 15 percent of the library's operating expenses to materials.
- 2.3 Streamline and expedite the acquisitions and processing of new materials. [in progress]
- 2.4 Reallocate library resources to support the most popular collections.
- 2.5 Weed 7 percent of the collection per year. [in progress]
- 2.6 Make sure that 25 percent of the circulating collection is less than five years old.
- 2.7 Evaluate the print reference collection as compared to online resources. [in progress]
- 2.8 Evaluate the role and usage of databases in our community. [in progress]
- 2.9 Review the needs of special populations (i.e., large print users, adult new readers, English as a Second Language patrons, home schoolers, etc.)
- 2.10 Develop a materials preservation plan.
- 2.11 Evaluate Unique Management and determine if the library should continue utilizing their services. [in progress]

Priority 3: Build Community and Develop Library Support

- 3.1 Provide assistance to city officials and local businesses.
- 3.2 Promote the library at local events such as the Annual Fireworks. [on going]
- 3.3 Promote the new library endowment fund and sponsor fundraisers to develop the fund. [on going]
- 3.4 Seek grant support for library collections and programs.

- 3.5 Encourage library commissioners to communicate with local, state and federal government representatives.
- 3.6 Expand the distribution of the library newsletter.
- 3.7 Publish an annual report. [completed/ongoing]
- 3.8 Offer an annual public forum to discuss issues relevant to the community.
- 3.9 Develop a marketing plan for library programs and collections.
- 3.10 Foster good relations and cooperative efforts with Roseville Community Schools.
- 3.11 Develop a volunteer program. [in progress]

Priority 4: Improve Library Administration and Management

- 4.1 Review and revise policies annually. [ongoing]
- 4.2 Encourage all library commissioners and Friends officers to get an email account so as to facilitate communication. [in progress]
- 4.3 Develop an evaluation process for the library director.
- 4.4 Improve staff technology skills.
- 4.5 Conduct a library walk-through and/or mystery shopper test.
- 4.6 Ensure that full-time (part-time) librarians obtain a minimum of 12 (6) contact hours of continuing education per year.
- 4.7 Ensure that full-time (part-time) support staff receive a minimum of 6 (3) contact hours of continuing education per year.
- 4.8 Establish an annual performance review process to provide feedback to all employees.
- 4.9 Set-up an intranet to facilitate employee communication and training.
- 4.10 Hire a security assistant. [completed]
- 4.11 Develop a technology support team to troubleshoot problems, assist patrons and maintain library technology.
- 4.12 Establish a committee to review and revise employee orientation packet.

Priority 5: Support Lifelong Learning

- 5.1 Restructure library programs to attract new audiences to the library and meet the changing needs of regular library users.
- 5.2 Begin a brown-bag lunch program featuring speakers/topics of interest to adults.
- 5.3 Reallocate library resources to support collections that are in demand or increasing in popularity (i.e., DVDs, audiobooks, CDs, Playaways, etc.).
- 5.4 Develop a comprehensive program for technology training for the public.
- 5.5 Seek funding to establish a homework help program (i.e., Tutor.com).
- 5.6 Develop/offer at least one program per year that addresses job search techniques (i.e., resume writing, job searching, interviewing skills, etc.).
- 5.7 Investigate the need for staff-led foreign language practice program.
- 5.8 Add links to library website that are directly related to school curricula.

Priority 6: Provide Access to Technology

- 6.1 Develop a technology policy or plan that incorporates both the Suburban Library Cooperative plan and the City of Roseville Plan.

- 6.2 Increase the number of catalog-only computers in the library.
- 6.3 Search for a new pc management system that is more efficient than our current system. [completed]
- 6.4 Enable the public to utilize all library materials, regardless of format, in the library
- 6.5 Digitize local information and photographs using Hyperion.
- 6.6 Monitor technological trends and implement those that are valuable and appropriate.
- 6.7 Consider adding a self-serve check-out.
- 6.8 Investigate converting to RFID. [in progress]

Priority 7: Improve the Facility

- 7.1 Continue re-painting the library [completed public area]
- 7.2 Re-carpet the library. [pending approval]
- 7.3 Up-grade the current materials security system. [with RFID]
- 7.4 Redecorate the main lobby making it more attractive and inviting.
- 7.5 Review space/layout, including the basement.
- 7.6 Improve security and safety.
- 7.7 Assemble all building equipment service guides, owners manuals, parts lists, warranties and instructional publications into a central file.

The library director, with the assistance of the library commission, will review the Long Range Plan periodically to determine whether goals and objectives set forth are being met. If any goal or objective is not being met, a determination will be made as to whether that objective is still relevant. If so, they will investigate strategies to achieve implementation within a timely and cost-effective manner. If the objective is no longer relevant it will either be amended or deleted from the plan.