



MIAMI PUBLIC LIBRARY
Making Our Community Library Strong



Strategic Plan 2019-2022



Strategic Goals

Strengthen Community Literacies

Strengthen Community Capacity for Creativity and Learning

Strengthen Community Engagement in the Library



Strategic Goal #1

Strengthen Community Literacies

The library is unique in that it often provides people to their first introduction to a range of literacies that can help them live fulfilling lives and be strong contributors to communities across Ottawa County. Recognizing the importance of multiple literacies is a key area of focus. Our objectives will focus on enhancing early literacy, adult literacy, employment literacy, and digital literacy. Other high priority literacies the library will continue to support include health literacy, financial literacy and cultural literacy.

Objective

1. Strengthen employment literacy by providing access to materials, knowledge, and the tools required to develop or enhance skills, create an email account, write a resume, and search and apply for a job

Actions

- a. Partner with Workforce to develop our knowledge about using employment resources
- b. Provide clear, concise written information to help patrons using our job computers
- c. Create SOPs to help us help patrons with the basic questions they have related to employment (for example – writing a resume/cover letter, filling out application online, searching for a job)

Impact: Job seekers in our community will strengthen their knowledge of successful strategies for applying for jobs through interacting with library staff and resources.

Objective

2. Strengthen early literacy by focusing on core programs such as 1000 Books Before Kindergarten and information in a variety of formats for parents and caregivers of young children.

Actions

- a. Promote 1000 Books to the community at the library, at community events, through social media, and by visiting day care programs.
- b. Develop our knowledge about early literacy through training.
- c. Provide materials, such as books or kits, and information to parents and caregivers reading to babies or small children via social media, posted in the library, and through library staff interaction.

Impact: Young children in our community will be better prepared for kindergarten as we strengthen the knowledge of parents and caregivers who participate with their children in our programs, read our information and interact with staff.

Objective

3. Strengthen Adult Literacy in our community through growing the number of learners and tutors in our adult literacy program.

Actions

- a. Utilize current community connections and develop new ones to increase learners and tutors
- b. Retain learners and tutors in the program by setting up regular, frequent contact with them
- c. Focus on increasing the percentage of active learners in the program each year
- d. Serve as a strong resource for tutors by providing training, materials, and one-on-one support.

Impact: Low-literacy adults and adults for whom English is a second language will strengthen their ability to be successful in achieving such goals as obtaining a GED, a job, or citizenship through participation in our program.

Objective

4. Strengthen digital literacy by providing instructional materials, online training, and one-on-one support in technology and by making the community aware of what is available.

Actions

- a. Create instructional materials on using the Internet for search, information literacy, and online safety, privacy, and security
- b. Develop children's webpage with organized online resources related to homework help, research, and information literacy
- c. Create or locate online classes in job searching, building workforce skills, using online government resources
- d. Use social media and other means to make community aware of digital tools, peripheral equipment, and other technology resources available at the library.

Impact: Community members will strengthen their ability to use technology to reach goals by being aware of and using digital resources from the library.

Strategic Goal #2

Strengthen Community Capacity for Creativity and Learning

Libraries are critical for life-long learning. We provide opportunities for our community to learn about a variety of subjects at every stage of their lives. We enable personal discovery through informal and formal learning and inspire life-long learning and creativity through connections, resources, and expertise.

Objective

1. Strengthen the creative capacity of the community by providing opportunities for customers of all ages to create, make, play, and experiment

Actions

- a. Provide art classes for seniors through programs such as the creative aging program and for children through our Art in April program
- b. Provide engaging S.T.E.A.M. activities designed especially for teens and especially for K-3rd grade
- c. Experiment with new programs for all ages that would allow participants to be creative

Impact: Community members of all ages come to the library to create new ideas, strengthen their creative capacity, and make things.

Objective

2. Strengthen the capacity of the community for life-long learning by providing a variety of programs, classes, materials and online resources

Actions

- a. Provide classes in topics of demonstrated interest such as genealogy research and Let's Talk About It, Oklahoma book discussions
- b. Experiment with new programs/class offerings such as local history, local environment, and gardening
- c. Provide and market online resources such as Lynda.com and Universal Class which allow people to learn new skills at their convenience

Impact: Community members develop life-long skills and knowledge as they attend library classes and programs and use library resources.

Strategic Goal #3

Strengthen Community Engagement in the Library

In developing our strategic plan, we heard time and again that the library plays an essential role in the community. For many, the library may be their only source not only for books and other materials but also for access to computers and the Internet, specialized help and programs, and a safe place for spending time alone or with others. People told us that they wished more people knew all that the Library has to offer, and that library services reached even more broadly to areas and populations not currently well served. In addition, we heard many comments about the need to spruce up our place.

Objective

1. Strengthen community engagement by making facility more inviting and user friendly

Actions

- a. Conduct a study to evaluate and upgrade the arrangement of the facility and the need for better use of space
- b. Create a plan for the redesign of space
- c. Create a 3-year plan divided into budget years for completing the work

Impact: The library will become that third place, the place where people want to gather and where they are strongly engaged, as the facility is made more friendly, inviting and comfortable.

Objective

2. Strengthen community engagement by increasing awareness of what is available

Actions

- a. Add large signs to front and back of library to better identify it to people driving past
- b. Experiment with additional forms of marketing (e.g. movie shorts, newspaper article, flyers around town, etc.)
- c. Train all staff to be effective promoters of library resources and services and provide them with opportunities to use this training.

Impact: Community engagement with the library will be strengthened as more and more community members, both current customers and potential customers, become aware of all we offer.