

Strategic Initiative	2019 Smart Goals Q3-4	Champion	Status	Notes
Community Building	Initiate library card sign ups at 2 additional schools (4 total) – Card for Every 6 <sup>th</sup> Grader - Q3	Jocelyn	Completed	15 presentations at 4 Elementary schools in 2019 (Pearson, Hardy, Dolsen & Kent Lake). Created 64 new library cards for 5 <sup>th</sup> graders. Also renewed LTPL cards for 53 adults and 32 kids and created new cards for 21 adults and 87 kids
	Library to go Fine Free – Q3	Holly	Completed	
	Outreach Story times to 2 preschools/month by Q4	Jocelyn	Completed	Visited KinderCare Child Care Center and Gilden Woods Child Care Center December 2019. Plans to continue in 2020.
	Lunch & Learn with digital business tools – Q4	Marj	Completed	Held Lunch & Learn with ReferenceUSA & Chamber of Commerce
	Story book walk on Rail Trail – Q4	Jocelyn/Holly	<b>Incomplete. Postponed to 2020</b>	Created a packet of information for proposed project. Waiting for Lyon Township to host a Rail Trail meeting to gain approval for project. There was a meeting for December 2019, and it was cancelled. Project (hopefully) postponed to 2020.
Increased Collaboration	Build awareness through Community Building (reaching out to community groups and attending meetings and events) – Q4	Holly/Katie	In process	Some of the organizations that we collaborated with, provided resources to, or did presentations for the public at the library: South Lyon Area Recreational Authority, South Lyon Education Foundation, Quarterly videos with Channel 19, Chamber of Commerce, Lyon Township Fire Department, Great Lakes Krav Maga, Detroit History Tours, University of Michigan, Wayne State University, SCORE counseling, Comerica Bank, DMC, Census Bureau, Oakland County Schools Great Start, Michigan Alliance for Families, South Lyon Community Schools, Small Business Saturday
	2 “Let’s Talk” programs with Neighborhood Library Association – Q3/Q4	Jocelyn	Completed	We offered two programs: Civil Disobedience and Gender
	Host 1 <sup>st</sup> Michigan Seed Summit - <b>Moved up from 2020 SMART Goals</b>	Pam	Completed	Originally slated for 2020, Completed the 1 <sup>st</sup> one in Q4. In October, 2019 over 20 participants attended the summit – mostly from other libraries in SE Michigan.

<b>Enhanced Technology</b>	Develop Phase I of Maker Space/Digital conversion lab – Q4	Marj	Completed	
	Tablet for outreach (Loaded with digital content/databases) – <b>Moved up from 2020 SMART goals</b>	Marj	Completed	
<b>Team Building</b>	Form committee to begin review of Policy & Procedure Manual/Employee Handbook – Q4	Holly	Completed Q1 2020	Discussions with Library legal representation started in 2019 to decide budgeting, direction and steps in getting all policies up to date and reviewed. Committee formed Q1 2020.
	Hire Marketing & Outreach Librarian –Q3	Holly	Completed	Katie Rothley, Marketing and Outreach Librarian started in August 2019
	New tracking system of staff professional development to include hours spent – Q4	Holly	Completed	Excel file for internal tracking of professional development created
<b>Digital Content &amp; Platforms</b>	Evaluate new digital platforms for learning - Q3	Holly/Marj	Completed	
	Create plan and budget for 2020 new platforms by Q4	Holly/Marj	Completed	
	Scanning of local history materials (funeral home books) for digital access – Q4	Cathy	Completed	
	Develop outreach to Assisted Living Facilities – Q4	Katie	<b>In progress</b>	Contact and outreach events are scheduled for Abbey Park. Have made contact with Cambrian, but they have not yet wanted to schedule anything.
	Increase number of patrons receiving newsletters by 10% - Q4	Marj	Completed	Extract of emails imported into Constant Contact
	Increase marketing of digital content and platforms on Facebook to 4 x a month – Q3	Katie	Completed	
<b>Programming</b>	Develop new adult program events – Q4	Holly/Katie	Completed	Craft programs, Author visits, lectures
	Investment Program featuring MorningStar Database – Q4	Marj	<b>Incomplete. Postponed to 2020</b>	MorningStar unable to provide a representative to teach a program, had problems finding someone who could. Hoping to work Detroit Chapter of Better Investing to provide training to the public
	Additional Sessions for popular SRP events to minimize crowding – Q3	Jocelyn	Completed	We offered two sessions of seven different programs in 2019 to accommodate larger crowds in small program room and limited parking. All events were well attended and all except one were at maximum capacity
	Music/concert event - Q4	Holly/Katie/Jocelyn	Completed	

<b>Expanded Collection</b>	Weed adult non-fiction and update collections as needed – Q4	Holly	<b>Incomplete – in process</b>	This project was initially realized when we thought we were going to hire a part-time Library Science Intern. This was going to be their task. We still have this about 50% complete.
	Introduce sensory items in kids area - Q4	Jocelyn	Completed	
	Create pathfinder for sustainable living collection (LTPL Grows), identify areas for growth – Q4	Pam	<b>Incomplete. Postponed to 2020</b>	Postponed to Q3 2020 because the 1 <sup>st</sup> Michigan Library Seed Summit was moved up to Q4 2019.
	Playaway Launchpads - Q4	Jocelyn	Completed	Added 18 titles to the collection and all are circulating well. Budgeted to add more to the collection in 2020.
	Circulating STEM kits – Q4	Jocelyn	Completed	15 Discovery Kits have been added to the collection with 52 checkouts in the first 7 weeks. Events to introduce with the kits available for hands on use in the library have been successful and the kits are always checked out after the programs.
<b>Bond Ballot Initiative</b>	Engage library planner to update needs assessment, review goals of new library facility and confirm building size and construction costs – Q4	Holly	Completed Q1 2020	Quinn Evans Associates was engaged to work with the Board of Trustees and staff to envision a new library plan. Three workshops in September, October & December to work towards that goal followed. Final deliverables were presented to the Library Board in January 2020.