

Strategic Initiative	2020 Smart Goals	Champion	Status	Notes
Community Building	Initiate library card sign ups at 2 additional schools (6total) – Card for Every 6 th Grader - Q3	Jocelyn		
	Scout/Community Service Project – little free libraries – Q4	Holly		
	“One Seed, One Community” project – Q4	Pam		
	Create Marketing Plan, including plans for social media platforms – Q1	Katie		
	Story book walk on Rail Trail – Q4	Jocelyn/Holly		
	Build awareness through Community Building (reaching out to community groups and attending meetings and events) – Q4	Holly/Katie		
	3 outreach programs to community organizations on Genealogy & Local history resources – Q4	Cathy		
	Redesign & launch new LTPL website – Q4	Marj		
	Summer Reading Program to at least 5 schools in SL school district – Q2	Jocelyn		
	15 Outreach events at area Preschools – Q4	Jocelyn		
	2 Community all-household mailings – Q4	Katie/Holly		
	Increased Collaboration	Collaborate with South Lyon Garden Club for shared programming with LTPL Grows – Q4	Pam	
Host 2nd Michigan Seed Summit – Q3		Pam		
Host 9 Enhanced Story Time events with Great Start Collaborative Oakland – Q4		Jocelyn		
Enhanced Technology	Story Times in 2 community locations – Q3	Jocelyn		
	Install Digital Conversion Station – Q3	Marj		
	Develop Phase II of Maker Space/Digital conversion lab – Q4	Marj		
Team Building	Complete review of Policy & Procedure Manual/Employee Handbook – Q4	Holly		
	Complete board retreat to focus on bond campaign - Q2	Holly		

Digital Content & Platforms	Implement new platforms – Q1	Holly/Marj		
	Evaluate new digital platforms for learning - Q3			
	Create plan and budget for 2020 new platforms by Q4	Holly/Marj		
	Scanning of more local history materials (South Lyon Herald and funeral records) for digital access – Q4	Cathy		
	Develop outreach to Assisted Living Facilities – Q4	Katie		
	Increase number of patrons receiving newsletters by 10% - Q4	Marj		
	Increase digital content downloadable content by 10% - Q4	Katie		
Programming	4 Author/book events – Q4	Katie/Jocelyn/Cathy		
	Additional Genealogy Lock-in – Q2	Cathy		
	Additional Genealogy Roundtables to 2 x a month – Q4	Cathy		
	2 Music/concert events - Q4	Katie/Jocelyn		
	3 Craft Programs for Adults – Q4	Katie		
	4 additional cultural programs for Adults – Q4	Katie		
	Create a new Writer’s group for teens & adults – Q2	Jocelyn		
	Increase Teen Programs by 10% - Q4	Jocelyn		
Expanded Collection	Weed entire collection for damaged and non-circulating items – Q4	Holly		
	Increase seed library by 10% - Q4	Pam		
	Create pathfinder for sustainable living collection (LTPL Grows), identify areas for growth – Q4	Pam		
	Create and expand the adult offerings in our Library of Things – Q4	Katie/Marj		
	Increase Discovery Kit Collection (Library of Things) by 50% - Q4	Jocelyn		
	Increase Launchpad Collection (Library of Things) by 50% - Q4	Jocelyn		
	Increase Media Kit Collection by 50%	Jocelyn		
Bond Ballot Initiative	Township + Attorneys – Bond size and amount – Q1	Holly		
	Contact Campaign Consultant – Q1	Holly		

	Campaign Committee formed – Q2	Community		
	Ballot Language written & approved – Q2	Holly		
	Ballot – Bond Question – November 2020	Campaign Committee		