

Strategic Plan 2013-2018



For Presentation - 12-17-12
[Signature]

Library Board of Trustees: Mark Sturing – President, Willy Mena - Vice President, Scott Teasdale – Secretary, David Margolis – Treasurer, Larry Czekaj – Trustee, Larry Kilgore – Trustee, Ramesh Verma - Trustee

Library Director: Julie E. Farkas

City Council Members: Robert Gatt – Mayor, David Staudt – Mayor Pro Tem, Terry Margolis, Andrew Mutch, Wayne Wrobel, Justin Fischer, Laura Casey

City Manager: Clay Pearson

Approved November 2012



Executive Summary

The Strategic Plan for 2013-2018 begins a new chapter in the Novi Public Library story. The previous plan (2004-2009) focused heavily on the ideas for:

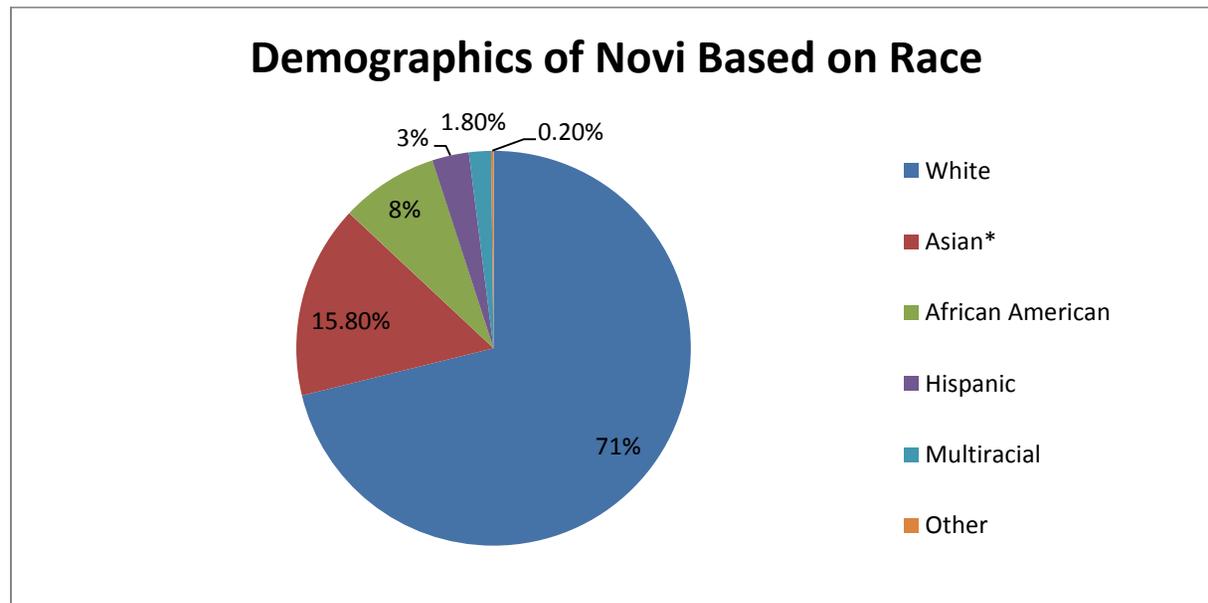
- Building renovation
- Developing varied collections, programs and services reflective of and responsive to needs and changing demographics of the Novi community
 - Positioning the Library as a necessary core city service and cultural and informational resource in the community
 - Focusing on attracting and retaining high quality, well-trained staff
 - Establishing a funding program for the Library to meet needs
 - Ensuring the Novi Public Library Board continues its leadership and advocacy for the assurance of quality library programs and services, staff, resources and facilities for the community

The 2004-2009 was completed successfully by constructing the library's new facility which allowed for the growth of collections, services, resources, technology and incorporating additional building amenities. In addition, improved policies and procedures have been put into place, improved marketing and communication to the Novi community has been instituted, fundraising and donor initiatives have been implemented and continue to increase, staff continues to receive training and support to achieve their personal and departmental goals, and the Library Board has taken a more active role in guiding the library as ambassadors for the library's mission.

In 2007, under the direction of the City of Novi's Building Authority, architectural design and construction of a new 2-story (59,314 sq. ft. building, 5,904 sq. ft. patio), public library began for its Novi community. The new building incorporated spaces for meeting/gathering; opportunities for collection growth (print and digital); display space; drive-up, check-out and return conveniences; expanded and upgraded technology opportunities; a café; a historical documents and programming space; a teen space; a computer lab; a used book store; and one-of-a-kind artwork.

Based on the 2011-2012 Annual Report (attached), 378,571 visitors came through the library doors, a 43% increase since the new building opened. 803,552 items were checked out, a 42% increase. The Library currently has 30,610 cardholders based on a population of 56,062 (SEMCOG, December 2011).

Over the years, Novi's community has become more diverse. The following pie-chart shows a breakdown of race based on 2010 census data (SEMCOG.org).



(*) represents Japanese, Chinese, Korean, Indian and Near Eastern populations in Novi

With the 2004-2009 Strategic Plan coming to an end during the construction of the new Library, the Board of Trustees and Library Director opted to hold off on the creation of a new strategic plan until the building was completed and fully operational. Therefore, it wasn't until January 2012, that a committee was formed and work on a new plan began.

On an annual basis, the entire staff works together to accomplish library goals set forth by the Board of Trustees. From there, additional departmental and personal goals are established. The Board of Trustees and staff recognize the need for proper planning in order to ensure that quality programs, services and resources are offered by NPL. By creating a new five year strategic plan, the Board and staff are able to create a new road map on which to drive NPL into the future. In October 2011, Novi Public Library was recognized by the State of Michigan with the Library of the Year award for excellent customer and innovative services. This award spoke to the innovations and the services that came with the new building and how NPL lead its community into the 21st century with an improved library presence.

Recent review of current data, professional readings and focus group discussions confirms that many trends identified in 2004 continue to be relevant today. Service trends include lifelong learning, cultural awareness, meeting the informational needs of our community and basic literacy.

Trends for organizational efficiency and spending tax dollars wisely remain important to both the Library Board of Trustees and the Library staff. It is felt that we must continue to evaluate programming opportunities and address the ever-changing desires of our community; improve our marketing efforts; and find more ways to collaborate with other business/service providers in our community and with other libraries. We need to reach out more in our community and increase the usage of the library by those who have yet to connect with us.

Financial Considerations

The Library is funded by a millage at an approved rate of 1.0 mils, at which .77 mils is currently being charged based on the maximum allowable due to the Headlee rollback. Based on the 2012-2013 budget (see attached) .77 mils generates approximately \$2,219,000 in property tax revenue for the Library to operate from. Though tax revenues have been declining since 2008 because of decreases in taxable value, the Board of Trustees and staff have worked hard to keep current programs, services, technology and resources steady when introducing a new building to its community in 2010 with very little additional operating expenses. A healthy fund balance was generated in the years prior to the new building being unveiled, as well as a generous donation from the Walker Family. As of 2010-2011, the Library's fund

balance is being utilized as funds are designated annually by the Board of Trustees to offset current library expenditures that are exceeding current revenues, a trend the Board of Trustees recognized when the economic downfall began in 2008. The City of Novi's multi-year budget anticipates that the current economic state will improve over the next five years, thus regaining property tax revenues lost.

Novi Public Library, over the past five years, has not had to decrease programs, services, technology and resources. In addition, hours of operation for the Novi Public Library have remained consistent, offering 62 weekly hours of operation to the Novi community in the fall/winter/spring (Labor Day – Memorial Day) and 58 weekly hours of operation in the summer (Memorial Day – Labor Day), without Library staff receiving additional compensation since 2009, except for a one-time bonus for exceptional performance in the same year Novi Public Library achieved Library of the Year in 2011.

Goals Accomplished

Many goals set forth in the 2004-2009 Strategic Plan that were mentioned earlier were achieved. We will carry over some goals, because they are essential to our continued success. With this plan we take further steps to ensure that we accomplish goals, as we create a detailed timetable and a plan for achieving results. This new focus on implementation will give us a better opportunity to refine and enhance our services, programs, resources and operations. We strive for change and exciting innovations, but we continue our commitment to excellence in meeting the needs of our Novi community in our service to the public.

This plan was not conducted by an outside consultant. In an effort to save monetary resources, the Library Board of Trustees engaged the Library Director in facilitating the strategic planning process and creation of this document for 2013-2018 with a grass roots approach by arranging formal group discussions with local community members and staff, following guidelines in *The New Planning for Results: A Streamlined Approach* by Sandra Nelson (published by ALA), and data collection from various sources including local libraries (Farmington Community Library, Traverse Area District Library) that have achieved similar future plans.

I am grateful to the staff, trustees, city employees, volunteers and community residents who participated in our planning process. Many wonderful ideas were generated by the participants of this process. All these ideas will help drive the Novi Public Library even farther on its path of success!

Julie Farkas, Library Director

Summary of the Planning Process

The planning process occurred over a 10 month time, beginning in January 2012 and ending in November 2012, and solicited input from a number of stakeholders in a number of ways.

The Strategic Planning Committee members were:

- Larry Kilgore – Library Board Trustee, President
- Mark Sturing – Library Board Trustee, Secretary
- Willy Mena – Library Board Trustee, Vice President
- Julie Farkas – Library Director
- Mary Ellen Mulcrone – Assistant Director, Building Operations
- Margi Karp-Opperer – Assistant Director, Public Services
- Michael Postula – Library Staff, Information Services
- Maureen Simari – Library Staff, Information Services
- Linda Clancy – Library Staff, Support Services
- Laura Casey – Community Member, Council Member
- Victor Cardenas – Community Member, City of Novi - Assistant City Manager
- Rachel Zagaroli – City of Novi, Older Adult Services
- Steve Matthews/RJ Webber – Novi Community Schools
- Marilyn Suttle – Community Member
- Donna Skelcy – Community Member
- Joe Peddiboyina – Community Member
- Jeffrey Wainwright – Business Owner in Novi
- Torry Yu – Student, Walled Lake Western High School
- Nishant Kakar – Student, Novi High School
- Madeleine Bauss – Student, Novi High School

It was important that the process used for the development of this strategic plan demonstrate best practice procedures and include a cross-section of the community we serve. Our planning process used several approaches in our work.

- Whether it was through attendance at an informational meeting, responding to a vote for Library Service Responses, or communicating through email, each Library staff member had an opportunity to give input.
- Staff, volunteers and community members were invited to participate in focus group sessions.

By rough estimate, nearly 125 individuals were able to contribute to the creation of this plan. 15 focus groups were held in June/July 2012 in order to gain feedback from the community and Library staff on the various types of programs, services, resources, technology and cultural events the library could expand and/or explore over the next five years. 2 specific focus groups were initiated for the teen (13-17 years) and older adults (55+ ages). In addition, over 150 comments/suggestions were received during the focus group sessions. These focus groups were valuable to the planning process as they generated many wonderful ideas which the library can consider, as well as an opportunity to better inform and educate patrons on the many opportunities the library is currently providing.

The strategic document is meant to serve as a guideline for the consideration and implementation of new ideas for programming, services, resources, technology and building enhancements. The document will be reviewed on a continuous basis by the Library Board and staff through annual planning discussions and goal setting initiatives.

As the committee worked, each step built upon the previous activity; the work of all who contributed was respected and considered as the plan was developed. Below is the time we used in the process.

Timeline for Strategic Plan Implementation (January 2012 – November 2012)

Task	Approval Point	Action	Date
Task 1	Approval Point	Introduction Meeting of Committee - January 25, 2012 Design Your Planning Process <ul style="list-style-type: none"> • Decide on why, what, when, where and who • Develop a marketing strategy Present information to the Library Board at January 29, 2012 meeting	January 25, 2012

Task 2		<p>Present information to Library staff</p> <p>First Committee Meeting: Present fact sheets about the community and the library to the committee</p> <p>Email confirmation from committee on data received</p>	<p>April 4, 2012</p> <p>May 2, 2012</p>
Tasks 3, 4, 5	Approval Point	<p>Second Committee Meeting: Identify community visions and needs and select preliminary library service priorities</p> <p>Consider community focus groups to gain input on services (will Marilyn Suttle facilitate the focus groups?)</p> <p>Before Third Committee Meeting</p> <ul style="list-style-type: none"> • Send committee members, staff and board notes from the first/second meeting as well as preliminary service responses • Meet the staff to identify current library strengths and weaknesses in relation to the draft priorities and to identify threats and opportunities if drafts become the library priorities. • Ask Library Board to review the committee work and approve or recommend changes 	<p>June 6, 2012</p> <p>June 11-15, 18-22</p> <p>June 25 – July 6</p> <p>July 18, 2012</p>
Tasks 6, 7		<p>Third Committee Meeting</p> <ul style="list-style-type: none"> • Plan a 5 hour block of time (weekend day) to review the library board's response to the vision, needs, and draft service priorities, and take any action necessary • Give a presentation of the staff review of the preliminary service responses • Select final service responses and identify target audiences for each • Draft Strategic Plan goals <p>Before Meetings with Staff Teams</p> <ul style="list-style-type: none"> • Develop goals and objectives based on the services responses and target audiences identified by the 	<p>September 8, 2012</p>

		January/February 2013) <ul style="list-style-type: none"> • Monitor implementation 	Ongoing
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Based on feedback from the Library Director, the committee felt the Library's value, vision and mission statements that were created during the 2004-2009 strategic planning process were still relevant, therefore, they will continue to be used. A new motto has been created, allowing for additional communication to best describe the library's charge to its community.

Mission, Values, Vision, Motto



Mission Statement: Novi Public Library provides the resources and programs to support the educational, cultural, informational and recreational needs of its diverse community.

Values Statement: Novi Public Library supports intellectual freedom and access to informational resources for all, while maintaining the privacy of its patrons and providing a safe and secure environment.

Vision Statement: Novi Public Library is a center of community activity and a source of local pride. It is a library that fulfills the needs of the community in a comfortable, user-friendly, well-staffed facility that is capable of adapting to change.

Library Motto: Inform. Inspire. Include.

During the planning sessions, the committee brainstormed community vision statements for the City of Novi, looking at the community as a whole and not just the library. These were free flow suggestions made by the strategic planning committee used to stimulate conversations. They allowed the strategic planning committee to create conversations which led to brainstorming of ideas for how the Novi Public Library could improve and grow over the next 5 years, which then ultimately became the various goals to accomplish in the following pages.

Community Vision Statements

- All children will receive an education they need to secure employment that provides a living wage and fulfilling life experiences
- Provide technology access, safe environment, green community; a community that engages people in their neighborhoods, churches, community.
- Strong communications with citizens, easy access to the community via roads, sidewalks, etc.
- Well informed city government, strong representation to stay involved/engaged
- Provide tools and resources to encourage happy, fulfilling lives
- Encourage citizens to become more skilled, informed and engaged in civic activities
- Provide fun, educational activities in the various spaces in our community: parks, schools and library
- An environment that attracts quality employees and customers in a vibrant economy; community minded with an infrastructure to support enthusiastic minds
- Insure educational value to its community
- A place for education and care giving
- Act as a hub for family gatherings, employment, education and recreation
- To feel a part of the community
- To feel a part of a group
- An affordable place to live with security, enrichment and sense of purpose with family/friends, with easy access to outside services
- Community that retains, hires, and acts as a magnet for aspiring minds.
- Everyone will have a general sense of inclusion as the community will thrive as a diverse "place"
- Provide events that celebrate culture, excellent schools that attract a diverse population, encourage diverse businesses/institutions to come to Novi.

Library Trends

There are many societal trends to consider when considering the future of a public library. A question that commonly gets asked is “Are libraries going to be relevant to their communities in 20 years?”

The library of the future is the library we are seeking to create. Libraries today are vibrant, humming centers for community activity and cultural exploration. Libraries are constantly evolving to meet the high expectations of their patrons, offering both hands-on services to patrons in our buildings, and online services to those who access the library from home or office. The emergence of the library as a central hub for community information and services is in itself a primary trend to be considered. In addition, it is important to consider the opportunities that the Library has for outreach in its community. Being the “place” to go for the community is key, but reaching out beyond the four walls of the Library and getting into its neighborhoods is also critical.

Technology influences almost all aspects of our lives, and the Library must be able to meet the challenges that come with technology. This means several things:

- Helping patrons to access the abundance of materials available both in the Library and online
- Enhancing web and social media presence for remote library users
- Keeping staff knowledgeable about new technology as it evolves
- Finding effective ways to teach our library users the skills they need to succeed in the digital age as well as being technology trend setters for new technology opportunities
- Maintaining the flexibility and timeliness to find and deliver information in a community that is ever changing

In Novi we recognize that we have a community that embraces technology and whether they own the latest technology gadget or not, they look to the Library to be a catalyst for innovation.

Partnerships are critical to the Library's survival. Knowing that libraries have been affected by the economic crisis over the past few years, building relationships with local businesses and organizations to sustain funding and share resources is crucial to a library staying relevant in its community. It also allows for unique programming, services and resources to be developed and introduced to our community.

The true diversity of our community is reflected in the Library users. The Library must meet the needs of patrons from all ages, recognizing growth in the baby boomer and older adult population and how the library will meet these group's needs. In addition, recognizing and celebrating the types of cultures that are influenced in the Novi community while building stronger ties to the Novi library environment.

Library Service Responses

During the 15 focus group sessions that were held, attendees were asked to vote on no more than 6 of 13 library service responses. These responses are definitions for how a library serves its community. This information was provided by *The New Planning for Results* by Sandra Nelson (published by ALA). Below are the recommended responses as approved by the Strategic Planning Committee to help define the Novi Public Library over the next 5 years.

Recommended Library Service Responses for 2013-2018

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| 1. General Information – A library that offers General Information helps meet the need for information and answers to questions on a broad array of topics related to work, school and personal life. (Examples: basic reference resources available on library website, 24 hour online reference service, dedicated reference service via online, telephone, email, fax.) |
| 2. Current Topics and Titles – A library that provides Current Topics and Titles helps to fulfill community residents' appetite for information about popular culture and societal trends and their desire for satisfying recreational experiences. (Example: book talks, author book signings, reader's advisory services, display shelving, drive-through check-out or return.) |
| 3. Basic Literacy – A library that offers Basic Literacy service addresses the need to read and to perform other essential tasks. (Examples: ESL programs, Family literacy programs, Tutoring or tutoring materials/exam prep guides, small meeting spaces for tutors/learners.) |
| 4. Commons – A library that provides a Commons environment helps address the need of people to meet and interact with others in their community and to participate in public discourse about community issues. (Examples: large/medium/small meeting spaces, community events bulletin board/kiosk, coffee shop/restaurant in the library.) |
| 5. Lifelong Learning – A library that provides Lifelong Learning service helps address the desire for self-directed personal growth and development opportunities. (Examples: electronic/printed pathfinders, how-to programs on topics of general public interest, special demonstrations/exhibits, history/biography resources.) |
| 6. Cultural Awareness – A library that offers Cultural Awareness service helps satisfy the desire of community residents to gain an understanding of their own cultural heritage and the cultural heritage of others. (Examples: Ethnic resource centers, library catalog/publications in several languages, lectures/book discussion groups, performance/exhibit space, cultural fairs/exhibits, dramatic/musical/dance performances, diversity and cultural sensitivity forums.) |

5 Strategic Goals

The planning process continued with developing broad goals by the Strategic Planning committee to meet the various responses that were received by the community and staff during the focus group sessions as well as meeting the current library service responses which currently define the Novi Public Library.

- 1. Fuel Novi community's passion for reading, personal growth and learning**
 - General Information
 - Lifelong Learning
 - Current Topics and Titles

- 2. Increase the Novi community's knowledge of and access to the library's collections, services and building**
 - Commons
 - Basic Literacy
 - Lifelong Learning
 - Cultural Awareness

- 3. Encourage the Novi community to embrace and participate in the library's programming, cultural learning and service opportunities**
 - Cultural Awareness
 - Commons
 - Current Topics and Titles
 - Lifelong Learning

- 4. Foster an organizational culture of innovation**
 - Current Topics and Titles
 - Lifelong Learning

- 5. Empower the Novi community to be effective consumers and producers of information**
 - Basic Literacy
 - Lifelong Learning
 - Current Topics and Titles
 - Cultural Awareness
 - General Information

In addition to the broad goals, the various responses received by the community and staff are arranged in relation to how well they fit under a library response category. They are written in goal format which then can be measured over time to see its relevancy and achievement over the next 5 years. The goals are not arranged in any particular order of importance. An (*) following a goal indicates the idea was commented on more than one time during the focus group sessions. Following the focus groups, the Library's Management Team provided the goals that coincided with the responses first received during the focus group sessions. The Management Team indicated whether a goal could be completed or not and a time frame for completion. Timeframes will be continually reviewed during the 5 year process.

Library Category: (E)Events, (S)Services, O(Outreach), BG(Building/Grounds), (T)Technology, (RI)Resources/Information,(F)Fundraising, (P)Personnel, (M)Marketing

General Information – A library that offers General Information helps meet the need for information and answers to questions on a broad array of topics related to work, library, school and personal life. (Examples: basic reference resources available on library website, 24 hour online reference service, dedicated reference service via online, telephone, email, fax.)					
	Who will benefit?	Library Category	Can this be done?	Time Frame	Dept.
<ul style="list-style-type: none"> Stay relevant, up to date and current on all forms of social media/technology <p>GOAL: Ensure a social media presence that best suits NPL, investigating annually new options/technologies to meet our community needs.</p>	All Residents	Technology	Yes	Annually	Tech/IS
<ul style="list-style-type: none"> Reach out to Homeowner's Assocs. Do a talk and offer meeting space* <p>GOAL: Reach out to homeowner's groups by letter to President, getting in their newsletters and offering tours/talks</p>	All Residents	Outreach Marketing	Yes	Annually	Admin
<ul style="list-style-type: none"> Provide remote library programs @ schools, community club houses, city buildings/parks* <p>GOAL: Increase the amount of remote programming by 10% over 3 years (offering at least 3 annually outside the Library)</p>	All Residents	Events Outreach Marketing	Yes	2015-2018	IS
<ul style="list-style-type: none"> Promote being a central info hub (bike rentals, bike paths, recycling, city services that could be offered when they are closed) <p>GOAL: Investigate with the City of Novi to be a "go to" for add'l city services; offer/advertise a new city service annually at library (5 in 5 years).</p>	All Residents	Services Marketing	Yes	2013-2018	Admin

<ul style="list-style-type: none"> • Provide an open house for newcomers (welcome packets, city tour/library)* • Welcome wagon for new residents – monthly program introducing new residents to the Novi community* <p>GOAL: Investigate the opportunity for the Library/City of Novi to be a welcome center for new residents offering periodic “get to know” meetings</p>	All Residents	Outreach Events Marketing	Yes	2014/2015	Admin
<ul style="list-style-type: none"> • Get more involved in school activities: PTA/School Board Mtgs., Open house events, Reach out to other neighboring schools (private, Northville/Walled Lake) <p>GOAL: Increase activities with Novi School District and area districts over the 5 years (benchmark from current activities)</p>	School/Parents	Outreach	Yes	2013/2018	Admin/ IS
<p>GOAL: Increase the amount of library card holders in each Novi subdivision by 10% over the next 5 yrs. based on geo-mapping data</p>	All Residents	Outreach Marketing	Yes	Breakdown Novi area by sections/per yr.	Admin
<ul style="list-style-type: none"> • Library marketing the relevance/credibility of the information services staff to provide quality information to its community <p>GOAL: Increase reference services by 10% in a 3 year period (marketing what Info Services is, roaming, ref/computer assistance, reader’s advisory)</p>	All Residents	Resources & Information Marketing	Yes	2015/2018	IS
<ul style="list-style-type: none"> • A library app* <p>GOAL: Investigate the need for a library application for library users/attracting non-users</p>	All Residents	Technology Marketing	Yes	2014/2015	Tech
<ul style="list-style-type: none"> • Library website to be more mobile friendly* <p>GOAL: Engage TLN in improving the catalog depth/quality for mobile users</p>	All Residents	Technology	Yes	2013/2014	SS/ Tech
<ul style="list-style-type: none"> • Investigate the opportunity to text library card renewals/holds <p>GOAL: Engage TLN in discussions to offer mobile services for renewal of library cards and/or materials</p>	All Residents	Technology	Yes	2013/2014	SS/ Tech
<p>GOAL: Develop a community resource page on the website</p>	All Residents	Resources & Information/	Yes	2015/2016	Admin/ IS

		Marketing			
GOAL: Investigate/Implement moving on to texting service instead of IM'ing for reference questions for patrons (Is ASK a LIBRARIAN service useful to patrons?); add friendly buttons that the staff wear that say "Ask Me"; create policies/track usage stats	All Residents	Services Resources & Information Marketing	Yes	2013/2014	RI/Tech
GOAL: Develop regular/dedicated time for patrons to come in for E-Reader/device assistance; track usage/need	All Residents	Services Resources & Information Technology	Yes	DONE	IS/Tech
GOAL: Use iPad roving reference to assist patrons; continue to investigate useful technology to improve reference service	All Residents	Services Resources & Information Technology	Yes	DONE using Netbooks	IS/Tech
GOAL: Introduce roving librarian service to "ask" patrons if they are finding what they are looking for	All Residents	Services/ Resources & Information	Yes	2013/2014	IS
GOAL: Investigate the use of a Location map/QR codes in the library catalog; in book stacks	All Residents	Services Resources & Information	Yes	2014/2015	RI/Tech
GOAL: Investigate the need for a Book Club page on website; great reads and where clubs are in the community; community members host book/movie reviews on the website	All Residents	Services Resources & Information Technology Marketing	Yes	2015/2016	IS
GOAL: Investigate staff shortages on the info desk which cause long lines and how to improve customer service	All Residents	Programs Resources & Information	Yes	2014/2015	Admin/ IS
GOAL: Investigate how to improve the online catalog with TLN by eliminating unnecessary multiple records; educate the public on how the catalog is a mega source of information	All Residents	Technology Services Resources & Information	Yes	2015/2016	SS/ Admin
<ul style="list-style-type: none"> Overdrive is difficult to use – more training for patrons, direct link to overdrive materials from the catalog; 	All Residents	Technology, Resources &	Yes	2014/2015	IS

GOAL: Develop and promote information on Overdrive and the downloadable resources; add more classes for downloadable resource use		Information			
GOAL: Investigate with City of Novi an all in one calendar with City, Library and School information/dates/events	All Residents	Marketing Technology	Yes	2015/2016	Admin
GOAL: Investigate a Premium Library Card (for a small fee) to offer add'l services by the library (notification of new releases, renew items beyond the normal period/check-out, amnesty on library fines up to an agreed amount, discount at café, discount at book nook)	All Residents	Services Marketing	Yes	2015/2016	Admin/ SS
GOAL: Investigate emailing the entire library database for a one-time e-newsletter sign-up – how to find library information; engage TLN and legal with needed information	All Residents	Technology Marketing	Yes	2014/2015	Admin/ SS
GOAL: Publicize more information about Oakland County service for the blind quarterly; engage the Older Adult Community with this info	All Residents	Services, Resources & Information Marketing	Yes	2013/2018	IS/SS
GOAL: Expand info to Meadowbrook Commons newsletter, table tents of info in the dining hall, flyers door to door, attend senior programs to promote the library, kiosk for library info, survey the residents at Meadowbrook (other senior facilities), plasma screen advertising at Senior Center	Seniors	Marketing Resources & Information	Yes	2013/2018	Admin/ IS
GOAL: Implement a regular (weekly/monthly) Novi News column about the Library	All Residents	Marketing Resources & Information	Yes	2013/2018	Admin
GOAL: Improve streaming of newsworthy/current events/sports info on plasmas screen in the library; create a calendar for what to view the library	All Residents	Resources & Information Marketing	Yes	2013/2014	IS/Tech
<ul style="list-style-type: none"> An app for the Library* 				See above	
<ul style="list-style-type: none"> Upgrade library computers from XP to Windows 2010 	Teens/All Residents			DONE 9/12	Tech
GOAL: Investigate not having to log in w/library card for every transaction – a “remember me” option with TLN (in-house vs. remote users)	All Residents	Services	Yes	2013/2014	Tech/ SS
GOAL: Investigate shortening the 10 day holds; over dues not	All Residents	Services	Yes	2014/2015	SS/

over the value of the book; consider policy changes that encourage the return of library materials on time					Admin
GOAL: Investigate holds - way for family members to pick up each other's holds; advertise ways to make the pick-up process easier for patrons	All Residents	Services	Yes	2016/2017	SS/ Admin
GOAL: Implement more spotlights on the library through facebook, twitter, videos, podcasts; create 1 per year that talks about library services for website	All Residents	Marketing	Yes	2013/2018	Admin/ IS
GOAL: Investigate electronic birthday cards for patrons	All Residents	Outreach	Yes	2016/2017	SS
<ul style="list-style-type: none"> Taking online suggestions for materials in the collection; notifying the patron that it was considered/added to collection; buying more based on the demand GOAL: Implement a service for alerting a patron to when a request has been purchased*	All Residents	Services Resources & Information	Yes	2013/2014	IS
GOAL: Improve advertising of the MelCat database/resources; engage TLN in talks of linking materials in Sirsi catalog	All Residents	Marketing Resources & Information	Yes	2014/2015	SS/IS
GOAL: Investigate the options for Updating patron info (phone number and/or email address on-line); renew their library card on-line.	All Residents	Technology Services Marketing	Yes	2016/2017	SS
Current Topics and Titles – A library that provides Current Topics and Titles helps to fulfill community residents' appetite for information about popular culture and societal trends and their desire for satisfying recreational experiences. (Example: book talks, author book signings, reader's advisory services, display shelving, drive-through check-out or return.)					
	Who will benefit?	Library Category	Can this be done?	Time Frame	Dept.
GOAL: Engage local senior talent (displays of knitting, arts, crafts, collections); reach out quarterly	Seniors	Events Marketing	Yes	2013/2018	Admin/ IS
GOAL: Increase/implement programming opportunities for each patron group (consider world-wide celebrations/festivals/events) (youth/tween/teen/adult/older adult) by implementing 15 per year, averaging 50 attendees at each program 1. Informational seminars: safety, self-defense, internet	All Residents	Events Marketing	Yes	2013/2018	IS/Tech

<p>safety, ID theft*</p> <ol style="list-style-type: none"> 2. Civic programs that encourage/prepare the young to grow as leaders in our community; programming on public speaking skills; networking opportunities: career day, summer job fair, college bound info 3. Educational day trips, bicycling, facilitated workshops based on life after divorce, or single parent programs 4. Host family game nights; parenting programs; mom & daughter/dad & son events; safety day for young patrons 5. Unique Programs for Adults: Battle of the Books, Super Bowl party, Civil War 6. Unique Programs for Teens: Hunger Games event, video editing, creation station, computer classes, teen film festival, battle of the bands, talent show 7. College Prep, How to Use Facebook, How to Write a Will/Living Trust, Home Improvement series, Flower arrangement, Painting, Chinese calligraphy 8. Health programs, more chamber music events, cocktail lectures, family movies, local sports figures, take the trend or event and have something related for a program (Olympics, Royal Wedding, Pop Culture events) 9. Provide networking opportunities; career day, job fair, economical housing, daycare 10. Consider library vendors training community on new databases/resources; more programs from our vendors on resources (Overdrive/Gale); more training opportunities for the community (computers, mobile options, tutorials online, virtual classes)* 11. Workshops for small business owners (how to hire staff, effective management, finances for a small operation) 					
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<p>12. Computer classes for young children (word basics, publisher, power point, etc)</p> <p>13. Expand parenting classes offered for soon to be parents and parents of teens</p> <p>14. ESL classes, conversation groups, books discussion for young people</p> <p>15. Home schooling programs</p> <p>16. Investigate/implement events for Singles (speed dating, mixers)</p> <p>17. Annual Block party with city, library, police, school</p> <p>18. Culture Enrichments programs: learning about religion and their rituals, Chinese brush painting, Chinese tea service, Celtic music, Detroit Opera Theater</p> <p>19. More classes about the history of Novi*</p> <p>GOAL: Consider an online voting system to allow patrons to cast their votes for programs they would like to see offered by the Library</p>					
GOAL: Investigate online magazines for our community	All Residents	Resources & Information	Yes	2017/2018	IS
GOAL: Investigate technology more in depth: online resources, loaning of tech tools, hands on experiences (technology petting zoo)	All Residents	Technology	Yes		Tech/IS
<p>GOAL: Increase publicity for services related to: skype, videoconferencing by 10% over 3 yrs.;</p> <p>GOAL: Implement programs using videoconferencing that bring experts, celebrities, authors in; programs from sister libraries in other countries. Broadcasting outward to seniors who are not mobile; Offer 3 per year; attendance of 50+</p>	All Residents/Seniors	Outreach Events	Yes	2015/2018	IS
GOAL: Recognize our community members/talents; memorial events	All Residents	Events	Yes	2015/2016	Admin
GOAL: Investigate and add new collections/pathfinders for our patrons based on their interests and needs:	All Residents	Resources & Information	Yes	2013/2018	IS/SS

<ol style="list-style-type: none"> 1. Provide scholarship info/resources for high school age children; educational day trips 2. Consider more financial resources in the Business Collection 3. A core collection of kid topics: death, divorce, sickness, suicide “crisis topics”* 4. More play-aways in the collection 5. More DC comic/superhero chapter books 6. Teen section for DVDs, Blu-Rays, games 7. Sheet music collection 8. Investigate Homeschooling resources 9. Consider academic resources/ability to access them for those attending college/going back to school 10. Adult/Youth pathfinders for popular topics: divorce, health issues, MI history, Personal/social information 11. International language collection (adult/youth) 					
GOAL: Utilize community business expertise to offer informational/educational programming; increase business relations & usage/employee usage by 10% each year over 3 yrs.	Business Owners	Events	Yes	2015/2016	IS
GOAL: Become a partner with the Novi School District to introduce Social Justice to the Novi community (create a core collection, provide space for forums/events, participate in committee learning sessions)	All Residents	Outreach Events Resources & Information	Yes	2013/2018	Admin/ IS
GOAL: Expand on Community Reads event – more authors; investigate a Local Author in conjunction with the new collection; Local author showcase, local artist showcase*	All Residents	Events	Yes	2016/2017	Admin
GOAL: Investigate adding more staff /resources to dedicate to the teen population based on outcomes/needs from the Teen Space Pilot Program (programming, outreach)	Teenagers	Programs Events Outreach	Yes	2016/2017	Admin
GOAL: Engage the City of Novi IT/Novi School District IT with quarterly mtgs. to review opportunities for resource sharing; technology best practices; technology education	All Residents	Technology	Yes	2013/2018	IT
GOAL: Incorporate a “GEEK” programming series based on	All Residents	Events	Yes	2013/2018	IS/

patron suggestions from the Geek the Library campaign		Resources & Information Marketing			Admin
GOAL: Implement a TAB group for middle school age; meet with this age group quarterly at the Middle School	Teens	Events Outreach/ Resources & Information	Yes	2015/2016	IS
GOAL: Investigate loaning out E-Readers and other technical devices to library patrons; investigate grant options for funding	All Residents	Technology Services	Yes	2016/2017	Tech/ SS
GOAL: Develop a survey component to be used annually to solicit technology needs of our library patrons in order to meet hardware/software and programming/training needs	All Residents	Technology/ Marketing/ Events	Yes	2013/2018	Tech/IS
Basic Literacy – A library that offers Basic Literacy service addresses the need to read and to perform other essential tasks. (Examples: ESL programs, Family literacy programs, Tutoring or tutoring materials/exam prep guides, small meeting spaces for tutors/learners.)					
	Who will benefit?	Library Category	Can this be done?	Time Frame	Dept.
GOAL: Establish an International Language Collection Committee to provide recommendations for programming/collections to the Library	All Residents	Events Outreach Resources & Information	Yes	2013/2014	IS
<ul style="list-style-type: none"> Library 101 for the students to learn how to use NPL most effectively Homework help zone for students Tutoring resources for the community (school age/ ESL) GOAL: Investigate/Implement a Homework Resource Center in 2015 (collections, resources, tutoring opportunities)	Children/Teenagers	Resources & Information Outreach Events Marketing	Yes	2015/2016	IS
Commons – A library that provides a Commons environment helps address the need of people to meet and interact with others in their community and to participate in public discourse about community issues. (Examples: large/medium/small meeting spaces, community events bulletin board/kiosk, coffee shop/restaurant in the library.)					
	Who will benefit?	Library Category	Can this be done?	Time Frame	Dept.
<ul style="list-style-type: none"> Open Sundays year round (11am open?); Open earlier in the AM (9:00 or 9:30am)* 	All Residents	Services Building &	Yes	2014/2015	Admin

<ul style="list-style-type: none"> Longer hours on Friday, Saturday and Sunday GOAL: Investigate options to optimize/extend library hours to make the library more available to the community (later on Fridays/year round on Sundays)		Grounds			
GOAL: Host business related clubs (Rotary, Chamber, Business Resource Center) to improve visibility in the community	Business Owners	Outreach Events	Yes	2015/2016	Admin
GOAL: Market work from home benefits at the library (WiFi, Spaces, databases)	Business Owners	Marketing Resources & Information	Yes	2016/2017	Admin
GOAL: Reach out to local associations and make them aware of library meeting spaces		Marketing Services	Yes	2017/2018	Admin
GOAL: Investigate opportunities for combination mentoring/interning services with business owners	Business Owners	Resources & Information Services	Yes	2017/2018	IS
GOAL: Expand food services in the café; consider healthy food options	All Residents	Services	Yes	2017/2018	Admin
GOAL: Investigate the options for adding remote drop boxes in the community (north end)	All Residents	Services Outreach	Yes	2016/2017	Admin/SS
<ul style="list-style-type: none"> Concern for traffic at Library and 10 mile entrance; can we interconnect the campus of civic and school? * GOAL: Investigate further with the City of Novi the traffic bottlenecks entering into the library parking; perhaps connecting parking lots with common internal roads in order to drive from one area of the civic campus to the other	All Residents	Building & Grounds	Yes	2017/2018	Admin
<ul style="list-style-type: none"> Investigate different/larger space to accommodate the teen usage at the library; considering the study space vs. the social space Afterschool space for teens 2pm – 5pm* After school teen space for socializing* 	Teenagers	Building & Grounds		Pilot 2012/2013	Admin/IS
GOAL: Investigating adding new and more interactive “play” components for the youth area	Children	Services	Yes	2013/2018	IS
GOAL: Partner with the City/Senior Center to attract older adults at the Library for programming, services, resources,	Seniors	Outreach Services	Yes	2013/2018	Admin/IS

technology (no fee for visits to the library?)*					
GOAL: Investigate computer lab rental for community/local businesses	All Residents/Business Owners	Services Building & Grounds	Yes	2016/2017	Admin/ Tech
• Add more group study rooms*	All Residents	Building & Grounds	No	Bldg. at capacity	Admin
• Video-conferencing/skype space	All Residents	Building & Grounds Services		Doing this	Tech
GOAL: Create Informational videos about the library; tour of the library; use social media, podcasts, etc; “Live at the Library” SWOCC programs/performances/presentations for the remote user	All Residents	Technology Marketing	Yes	2014/2018	Admin/ Tech
• Reservations for group study rooms* GOAL: Consider room reservations for use of group study rooms; 2 hour limit *	All Residents	Services	Yes	2013/2014	Admin/ IS
GOAL: Consider changing to 5 hours for guest pass instead of 3 hours	All Residents	Services	Yes		
• Bigger meeting rooms for programs/events*	All Residents	Building & Grounds	No	Bldg. at capacity	
GOAL: Implement a “Patio program series” in order to hold more activities on the patio ; 5 programs May – Oct (weather permitting)	All Residents	Events	Yes	2013/2018	IS
GOAL: Investigate holding more after-hours events for all age groups*; 3 annually each year with 50+ attendance	All Residents	Events	Yes	2014/2018	Admin/ IS/Tech
GOAL: Increase use of the Youth Activity Room for more craft/hands on events by 5%	All Residents	Events	Yes	2013/2018	IS
GOAL: Investigate adding comfy bean bags, chairs or nooks to Teen Space following the pilot program	Teens	Building & Grounds	Yes	2013/2014	Admin
GOAL: Investigate lower prices at the café; different cultural food options	Teens	Services	Yes	Ongoing	Admin
GOAL: Library Board/Library inviting groups to have their meetings at the Library (one-time rental freebie)	All Residents	Outreach Services	Yes	Annually	Admin
• Outreach to north end of the community (Lakes Area)	All Residents	Outreach	Yes	Annually	Admin

Homeowners Assoc.) GOAL: Host Homeowners Assoc. for meetings, highlight a subdivision and talk about what's going on, displays of kids art from the subdivision; Homeowners Assoc. contest for most library cards		Services Marketing			
GOAL: Welcome information on the website for new residents and how to connect with the library/community	All Residents	Marketing Technology	Yes	2014/2015	Admin
GOAL: Consider looking at needs not age of a patron – Are you new to the web, reading, downloading, Novi, Fiction, Ebooks, Large Print, Computers, etc. for marketing programs/events/collections/resources at the Library	All Residents	Marketing	Yes	2016/2017	IS/ Admin
GOAL: Increase the Publicizing of the meeting rooms and patio	All Residents	Marketing	Yes	Annually	Admin
GOAL: Consider a one time mailing of The Novi Library and You to homeowners/business; 4 page info brochure about the Library (approx.. 17,000)	All Residents	Outreach Marketing	Yes	Annually	Admin
GOAL: Investigate installing an electronic sign at 10 Mile to advertise library events	All Residents	Marketing Resources & Information Building & Grounds	Yes	2016/2017	Admin
Lifelong Learning – A library that provides Lifelong Learning service helps address the desire for self-directed personal growth and development opportunities. (Examples: electronic/printed pathfinders, how-to programs on topics of general public interest, special demonstrations/exhibits, history/biography resources.					
	Who will benefit?	Library Category	Can this be done?	Time Frame	Dept.
• Programming: educational day trips*	Seniors	Events	Yes	See above	IS
GOAL: Establish opportunities for volunteerism that use education/business skills (marketing, graphic design, event planning, tutoring; advertise, implement	Seniors	Services Programs Marketing	Yes	2014/2015	Admin
GOAL: Investigate expanding library services and outreach knowing the population will increase over time by 10% over 3 yrs.	Seniors	Outreach Events	Yes	2015/2018	IS/SS
GOAL: Establish a Senior Advisory Board for gaining	Seniors	Events	Yes	2013/20014	IS

programming/services/resource ideas		Outreach Resources & Information			
GOAL: Expand technology initiatives for learning: computer classes (in person/virtual), technology troubleshooting/geek squad with teen volunteers*	Seniors	Technology	Yes	2015/2016	IS
<ul style="list-style-type: none"> Establish a Tween Advisory Board for middle school students; meet at the Middle School quarterly for programming, resources, services ideas* 	Tweens	Events Resources & Information	Yes	See above	IS
GOAL: Celebrate/recognize long term residents 10/25 yrs. of having a library card/50 yrs. Etc.; solicit longtime library users 2013/2014; First Anniversary; Engage TLN with historical date field 2015/2016	All Residents	Outreach	Yes	2016/2017	Admin/ SS
GOAL: Promote and Highlight the Local History collection/space and its relevance in the community; 3 times per year; offer an open house annually; increase web and physical presence	All Residents	Resources & Information Marketing	Yes	Annually	IS/ Admin
GOAL: Implement a recognition for volunteers with City of Novi; volunteer of the month – highlight in promotional materials/web/social media	All Residents	Programs	Yes	2014/2015	Admin
<ul style="list-style-type: none"> More author/Community Read types of events* 	All Residents	Events		See above	
GOAL: Investigate employment opportunities at the Library for ages 14 and up (summer/seasonal/weekends/subs	Teens	Programs	Yes	2015/2016	Admin
Cultural Awareness – A library that offers Cultural Awareness service helps satisfy the desire of community residents to gain an understanding of their own cultural heritage and the cultural heritage of others. (Examples: Ethnic resource centers, library catalog/publications in several languages, lectures/book discussion groups, performance/exhibit space, cultural fairs/exhibits, dramatic/musical/dance performances, diversity and cultural sensitivity forums.)					
	Who will benefit?	Library Category	Can this be done?	Time Frame	Dept.
GOAL: Provide cultural programs – music, authors, poetry; festivals from around the world; partner with/offer 3 per year	All Residents	Events Marketing	Yes	2014/2015	IS
GOAL: Institute a Cultural Advisory Board to gain program, resource, services and technology feedback	All Residents	Events Outreach Resources &	Yes	2014/2015	IS/ Admin

		Information			
GOAL: Start a cultural book club (different languages or reading about different cultures)	All Residents	Events Resources & Information	Yes	2015/2016	IS
GOAL: Showcase cultures, religious experiences; teaching different languages by the those in the community that speak them	All Residents	Events Resources & Information	Yes	2014/2015	IS
GOAL: Investigate the Establishment of a local arts council in Novi with various partners from the community	All Residents	Events Outreach Resources & Information	Yes	2015/2016	Admin
GOAL: Host Music or dance programs by different ethnic groups to educate others; 1 per yr.	All Residents	Events	Yes	2013/2018	IS
GOAL: Host an Ethnic food tasting event	Teens/All Residents	Events	Yes	2016/2017	IS
GOAL: Investigate the adoption of a sister library/community –skype, trade info	All Residents	Outreach Technology	Yes	2016/2018	IS

Supplies					
726.400	Cash over/short	0.00		0.00	0.00
727.000	Office supplies	15,791.00	25,000.00	15,500.00	17,500.00
728.000	Postage	1,150.00	2,100.00	2,000.00	2,100.00
734.000	Computer software & licensing	66,059.00	87,000.00	87,000.00	73,000.00
734.500	Computer supplies equip	9,544.00	15,000.00	15,000.00	12,000.00
740.000	Operating supplies	23,204.00	24,500.00	24,500.00	31,700.00
741.000	Uniforms	521.00	300.00	300.00	300.00
740.200	Desks, chairs, cabinets, etc.	4,163.00		0.00	0.00
Materials					
742.000	Books	180,593.00	200,000.00	200,000.00	190,000.00
742.100?	Book Fines				500.00
742.666	Books - Misc. Grants	0.00	0.00	0.00	0.00
743.000	Periodicals	12,764.00	16,000.00	16,000.00	17,000.00
744.000	Audiovisual materials	47,671.00	52,100.00	52,100.00	53,400.00
745.200	Electronic media	42,991.00	38,200.00	38,200.00	43,200.00
745.300	Online Resources	41,427.00	43,500.00	41,700.00	44,800.00
Total Supplies & Materials		445,878.00	503,700.00	492,300.00	485,500.00
Services & Charges		2010/2011 Audited (9/2011)	2011/2012 Approved	2011/2012 Est. Yr. End (2/11/12)	2012-2013 Approved
Account	Description				
801.925	Public Information (cable)	0.00		900.00	950.00
802.000	Data processing	0.00		0.00	0.00
802.100	Bank Services	2,047.00	1000.00	2,500.00	2,500.00
803.000	Independent Audit	670.00	900.00	670.00	700.00
804.000	Medical Service	1,205.00	500.00	500.00	500.00
806.000	Legal Expenses	5,489.00	2,000.00	1,500.00	2,000.00
809.000	Memberships & Dues	4,483.00	6,300.00	5,000.00	5,000.00
816.000	Professional services	3,970.00	5,000.00	2,500.00	5,000.00
817.000	Custodial Services	33,000.00	45,000.00	45,000.00	36,000.00
818.000	TLN Central Services	3,000.00	16,000.00	4,750.00	6,000.00
851.000	Telephone	14,764.00	16,500.00	16,000.00	16,800.00
855.000	TLN Automation Services	53,556.00	56,900.00	58,100.00	64,400.00
862.000	Mileage	619.00	800.00	500.00	1,000.00
880.000	Community Promotion	9,047.00	8,000.00	5,000.00	5,000.00
880.267	Library Program - Book It	2,405.00		0.00	0.00
880.268	Programming	13,246.00	23,000.00	20,000.00	20,000.00
900.000	Design, Printing, Publishing	28,750.00	13,500.00	28,750.00	28,750.00
910.000	Property & Liability Insurance	18,000.00	18,000.00	13,005.00	13,300.00
921.000	Heat	15,190.00	16,000.00	14,000.00	16,000.00
922.000	Electricity	87,181.00	80,000.00	82,000.00	86,000.00
923.000	Water and Sewer	6,119.00	10,000.00	4,500.00	5,500.00
932.000	Office Equipment Maint.	0.00	0.00	0.00	0.00
934.000	Building Maint.	39,184.00	41,000.00	36,000.00	48,500.00
935.000	Vehicle Maint.	1,753.00	3,000.00	1,700.00	2,000.00

941.000	Grounds Maint.	30,011.00	25,000.00	29,500.00	25,000.00
942.100	Records storage	62.00	62.00	200.00	200.00
942.000	Office Equipment Lease	13,356.00	16,375.00	13,500.00	13,500.00
956.000	Conferences & Workshops	8,707.00	10,500.00	17,500.00	12,500.00
Total Services & Charges		395,814.00	415,337.00	403,575.00	417,100.00
976.000	Building Improvements	0.00	0.00	0.00	0.00
990.000	Furniture	0.00	0.00	0.00	0.00
962.000	Contingency	0.00	0.00	0.00	0.00
Total Capital Outlay		0.00	0.00	0.00	0.00
Total Expenditures		2,696,300.00	2,683,487.00	2,621,049.00	2,723,900.00
680.00	Fund Balance	-83,127.00	-270,037.00	-150,032.00	-290,120.00
704.000/705.000	1 time staff pymt (11/12)			-22,500.00	
941.00	Landscape Improvements			-10,000.00	-15,000.00
	TOTAL Fund Balance			-180,532.00	-305,120.00

*budget amendment made on 8/15/12 by Library Board; decrease in property taxes by \$20,000.

2011-2012 Accomplishments

- Introduced AWE's Early Learning Stations, featuring 50 educational software programs for children ages 2-10 (Aug 2011).
- Launched Freegcl, which allows Novi Library patrons to download three (3) free songs per week (Aug 2011).
- Offered Museum Adventure and Park & Read passes providing free admission to museums and State Parks (Summer 2011).
- Raised \$590 from the Shop For a Cause Fundraiser and used towards preschool play equipment (Aug 2011). Scrapbooking fundraiser raised \$340 towards youth programming (Jan 2012).
- Organized the second annual Community Read of "The Art of Racing in the Rain" by Garth Stein with the libraries of Northville, Salem-South Lyon, Lyon Township, and Wixom. Surpassing last year, there were 1,086 checkouts of the title and a crowd of 200 guests attended the author visit at NPL (Sep-Nov 2011).
- Awarded "**Library of the Year**" for Excellence in Exceptional Customer and Innovative Services from the Library of Michigan (Oct 2011).
- Installed the "Tree of Life" artwork behind the Checkout Desk, purchased with donations in honor of Myrtle Locke (Oct 2011).
- Promoted the Library at the Homeowners' Association Breakfast (Jan 2012), offering to hold Homeowners meetings at the Library and provide Library tours.
- Hosted our 9th year of "Battle of the Books" to encourage reading and recognize kids from grades 5-6 who love to read (Apr 2012).
- Raised over \$11,000 for the multi-media collections through the Library's second Book It! fundraising event (April 2012).
- Kicked off "**Geek the Library**" campaign during the Memorial Day Parade. (May 2012) to promote the Library to non-users in non-traditional settings.
- Initiated partnerships with Chamber Music Society of Detroit, City of Novi, Novi Community School District, Oakland Livingston, Human Services Agency, and St. Johns Providence Park Hospital to provide free community concerts and programming.
- Offered third year of Novi Newbies program, in partnership with the Friends, St Johns Providence Park Hospital and Novi Rotary by providing newborns with their first book bags to promote reading to infants.

Novi Public Library Annual Report 2011-2012



Novi Public Library provides the resources and programs to support the educational, cultural, informational, and recreational needs of its diverse community.



45255 W. 10 Mile Road, Novi, MI 48375
(248) 349-0720
www.novilibrary.org

2011-2012 Goals

1. Promote the Library in Novi's residential and business communities; consider new avenues for promoting library services to non-library users; leverage existing resources whenever possible.
2. Provide and maximize technology, programs, services, and collections that meet the changing needs of our community.
3. Provide a well-trained, appropriately compensated staff who is engaged in the Novi community and within the library profession.
4. Balance the needs of the community with fiscal responsibility.
5. Create fundraising opportunities for our community to continue to grow the Library's collections, services, and programs.
6. Ensure Library has an engaged and active Library Board that represents the Library in Novi and the larger library community.
7. Develop a new five-year strategic plan.



2011-2012 Statistics

		Change/ Last Year
Visitors at the Library	378,571	2%
Items Checked Out	803,552	6%
Book Collections	152,024	4%
Audio/Video/CD Collections	20,618	15%
Periodical Subscriptions	208	-3%
Requests/Computer Assistance	210,960	-4%
Summer Reading Participants	1,338	6%
Program Participants	45,572	33%
Interlibrary Loans (Borrowed/Loaned)	109,274	9%
Freecal Downloads	21,507	
Downloadable Support (Hours)	59	
Downloadable Training (Hours)	39	
Number of Card Holders	30,610	
Hours of Volunteer Service	3,785	
Number of Volunteers	474	

2012-2013 Approved Budget

Revenues	\$2,433,780.00
Expenditures	
Personnel	1,821,300.00
Supplies	136,600.00
Materials	348,900.00
Services & Charges	417,100.00
Total	\$2,723,900.00
Fund Balance Contribution	\$305,120.00

2011-2012 Budget (Unaudited as of 06/30/12)

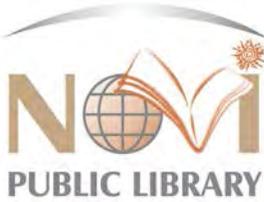
Revenues	\$2,514,000.94
Expenditures	
Personnel	1,749,790.44
Supplies	115,462.22
Materials	344,567.22
Services & Other Charges	415,447.53
Transfer to Walker Fund	10,258.44
Capital Outlay	8,246.44
Total	\$2,643,772.29
Fund Balance Contribution	\$129,771.35



2011-2012 Board of Trustees

Mark Sturing	President
Willy Mena	Vice President
David Margolis	Treasurer
Scott Teasdale	Secretary
Larry Czekaj	Trustee
Larry Kilgore	Trustee
Ramesh Verma	Trustee
Jessica Mathew	Student Representative
Torry Yu	Student Representative





FINANCIAL PLAN Novi Public Library

NPL Mission

The Novi Public Library provides the resources and programs to support the educational, cultural, informational and recreational needs of its diverse community.

Purpose, Scope and Objectives

The purpose of the Financial Plan is to help the Library conduct library operations in a fiscally responsible way, document the Library's fiscal strategies, and focus its efforts toward future financial goals as outlined in the Library's Strategic Plan. It is the policy of the Library to depend on the City of Novi to invest library funds in a manner which will provide the highest investment return with the maximum security while meeting the daily cash flow needs of the Library and comply with all state statutes governing the investment of public funds. This policy applies to all financial assets of the Library.

Financial Assumptions

While the Library's general goals and objectives are concerned with programs, services, technology, and staff development, its financial goals and objectives are concerned with the funding to provide these library services.

It is assumed that financial stability is a function of adequate and dependable revenues from diverse sources. As a public service organization, most of these revenues should provide benefits and services to the citizens; however, some fund balances are allocated to reserves to cover unexpected expenses, such as automation upgrades, revenue shortfalls or unbudgeted expenses. It is assumed that no sudden major changes will take place that will substantially change the revenue sources or governing structure of the Library.

The Novi Public Library Board of Trustees is committed to evaluating the various areas of expenses in advance of the needs arising:

- Major facility expenses (replacement carpet, roof, HVAC, parking lot, etc.)
- Automation system in association with The Library Network
- Automated Check-in System
- Patron self-checkout equipment

- Updating patron and office technology
- Appropriate staffing levels

Each year, as part of the budgeting process with the Library Director, various areas of expenses are evaluated. The Library Board of Trustees serves as fiduciary managers, therefore, giving library administration direction and determining the right balance between expenditures and service levels.

Sources of Funding

The primary source of operating funds for the Library is a 1 mil, Headlee-reduced property tax collected in Novi. The Board recognizes that property tax funding fluctuates with changes in the economy, variations in taxable valuations and development within the library service area.

Additional revenue sources come from:

- Penal fines
- Annual direct mail appeal to current donors within the library service area
- Friends of the Novi Public Library
- Bequests, gifts
- Grants
- Fines and fees
- State Aid
- Fundraising efforts
- Facility space rentals (Meeting Rooms and Café)

Financial Principles

The Library primarily operates on a cash accounting system with the exceptions of unrealized gain or loss on investments, accrued interest and deferred tax revenues. The Library recognizes and records transactions when cash is received or disbursed. Bills are paid on original invoices only and are paid as close to the invoice due date as possible while taking into consideration the Library's business cycles and the City of Novi's council meeting schedule.

Donated or contributed funds may be restricted for specific designated library service-related purposes by the Donor, for which the Library (and Board) will honor and ensure proper fund expenditure.

Strategy for increased financial stability would include:

- Have at least 8% of Library revenue in all funds come from non-tax related sources
- Continue to pursue grants to augment library programs and services
- Seek corporate partnerships and/or sponsorships

Conservation of resources can be achieved through cost containment measures such as:

- Monitoring staffing patterns to ensure that work is getting done in the most cost-effective ways possible
- Seeking new technologies to increase staff output, carefully monitoring budget performance reports to ensure accuracy and timeliness
- Periodic reviews of internal controls

Financial statements will be prepared on a timely, recurring bases by the City of Novi, and will be reviewed by the Library Director and Board of Trustees on an on-going basis to ensure budgetary compliance.

Special Revenue Funds

Library

Novi Public Library provides the resources and programs to support the educational, cultural, informational and recreational needs of its diverse community. The library supports intellectual freedom and access to information resources for all, while maintaining the privacy of its patrons and providing a safe and secure environment.

2011-2012 Significant Accomplishments

- The Library held its first fundraiser called Book It! Over 200 people were in attendance for an evening of fun which included: entertainment, great food, and a live and silent auction. The event raised just over \$10,000 and proceeds from the event were used to purchase materials for the youth collections.
- In August, the Library in partnership with the Novi School District welcomed over 400 school employees to the library for an open house and tour of the facility to learn about the various programs, services, online resources and collections that are made available to the students of Novi.
- In October, the Library received the Library of the Year Award for excellence in customer and innovative services by the State of Michigan. This was a huge honor as it recognized the Library staff and their commitment to providing exceptional service to the community of Novi.
- In cooperation with four local libraries and their Friends groups (Northville District, Salem-South Lyon District, Lyon Township and Wixom) the second annual Community Reads event took place. The event encouraged residents to read the book, *The Art of Racing in the Rain* by Garth Stein. A total of 1,086 check-outs of the book were calculated in a 12 week period. A finale presentation featuring the author was held on November 10, 2011. In addition, the author spoke to over 200 students at Novi High School. The Community Read event has now built momentum and will be offered each fall.
- In January, the Library formed a Strategic Planning committee to help develop the library's goals for the next five years (2013 – 2018). The committee consists of 20 members from the community, library staff and board. This group will be working over the next nine months to create a path for which the Library will follow in order to meet the needs of its community.
- In February, the Library launched a new and innovative partnership with PNC bank and the Chamber Music Society of Detroit to present a one-of-a-kind free concert series titled Listen @ the Library. The monthly events featured internationally acclaimed artists sharing their musical crafts and teaching the audience about various types of instruments and compositions.

Special Revenue Funds

REVENUE

DESCRIPTION	2010-11 Actual	2011-12 Estimated	2012-13 Budget
Property Taxes	\$ 2,358,422	\$ 2,234,000	\$ 2,219,000
State Sources	25,466	19,500	17,500
Fines	121,797	119,310	122,500
Interest Income	31,724	34,000	25,000
Donations	16,283	9,500	5,000
Other Revenue	59,481	41,820	44,780
Total Revenue	<u>\$ 2,613,173</u>	<u>\$ 2,458,130</u>	<u>2,433,780</u>
Appropriation - Fund Balance			290,120
Total Revenue and Appropriation-Fund Balance			<u>\$ 2,723,900</u>

APPROPRIATIONS

DESCRIPTION	2010-11 Actual	2011-12 Estimated	2012-13 Budget
Personnel Services	\$ 1,854,608	\$ 1,725,180	\$ 1,821,300
Supplies	445,878	492,300	485,500
Other Services and Charges	395,814	403,570	417,100
Transfers Out	-	10,260	-
Total Expenditures	<u>\$ 2,696,300</u>	<u>\$ 2,631,310</u>	<u>\$ 2,723,900</u>

FUND BALANCE

Fund Balance July 1, 2011		\$ 2,441,938
Estimated 2011-12:		
Revenue	\$ 2,458,130	
Expenditures	(2,631,310)	(173,180)
Projected Balance June 30, 2012		<u>2,268,758</u>
2012-13 Budget:		
Revenue	\$ 2,433,780	
Expenditures	(2,723,900)	(290,120)
Appropriate 2012-13		
Projected Balance June 30, 2013		<u>\$ 1,978,638</u>



Special Revenue Funds

Walker Library Fund

In May 2004, the City of Novi's Library received a generous gift of \$1,000,000 from Charles and Myrtle Walker for use in the replacement or expansion of the existing Library building. The Library Board also entered into a Library Building Fund Gift Agreement with the Walker family to encourage additional donations. The library continues to receive donations. This fund will be used to support library operations into the future.

DESCRIPTION	REVENUE		
	2010-11 Actual	2011-12 Estimated	2012-13 Budget
Interest Income	\$ 17,911	\$ 15,000	\$ 16,000
Donations	27,172	38,880	-
Transfers In	-	10,260	-
Total Revenue	\$ 45,083	\$ 64,140	16,000
Appropriation - Fund Balance			(16,000)
Total Revenue and Appropriation-Fund Balance			\$ -

DESCRIPTION	APPROPRIATIONS		
	2010-11 Actual	2011-12 Estimated	2012-13 Budget
Expenditures for Specific Donations	\$ 8,386	\$ 8,860	\$ -

FUND BALANCE		
Fund Balance July 1, 2011		\$ 1,440,692
Estimated 2011-12:		
Revenue	\$ 64,140	
Expenditures	(8,860)	55,280
Projected Balance June 30, 2012		1,495,972
2012-13 Budget:		
Revenue	\$ 16,000	
Expenditures	-	16,000
Appropriate 2012-13		-
Projected Balance June 30, 2013		\$ 1,511,972