



MORE

- » Collections
- » Programs
- » Services



Bond Ballot INITIATIVE

- » Library of the Future for the Lyon Township community



Community Hub

- » Community Destination
- » Meeting Spaces
- » Engaged Experiences



Enhanced Technology

- » Makerspaces
- » User-focused interfaces



Expanded Collection

- » Books
- » Digital Platforms & Content
- » Library of Things
- » Genealogy Center



Programming

- » Events for Toddlers
 - Emerging Adults
 - Seniors
- » Library without Walls
- » STEAM
- » Cultivate curiosity



Team Building

- » Expanded & trained staff
- » Community Collaboration
- » Library Board Advocacy
- » Friends of the Library



Marketing & Messaging

- » Improved Website & Social Media
- » Newsletter
- » Increase message outreach
- » Create Library Brand

Mission

LTPL is a community space, enriching life, providing resources and stimulating intellectual curiosity.



Lyon Township Public Library 2019-2024 Strategic Plan

Inside Front Cover

Executive Summary

The Lyon Township Public Library (LTPL) embarked on a strategic planning process to better understand community needs and library trends to create a vision for the Lyon Township “Library of the Future.” The role of libraries across the nation and the globe are evolving to reflect changes in lifestyle, technology, cultural norms, and demographics.

Lyon Township was among the state's top five fastest-growing communities from 2010 through 2017, increasing its population by 36.6 percent since 2010, or 5,310 residents. Residents are attracted to the community's high quality school system, and sense of community and safety.¹

Approval of a new operating millage in 2017 put the library on solid financial footing in their current location. However, there are significant constraints in the current space relative to the collection, programming, meeting and study space, as well as staff resources.

A Community Survey was completed in the spring of 2019 as a part of the strategic planning process by 761 residents, a 4.2% individual response rate, showing a 11.4% household response rate for Lyon Township. The respondents voice a strong desire for larger collections and more programming, and indicated that more space would increase their use of the library. These results align with national library trends to create

community spaces with carefully curated resources and programming. The LTPL is focused on meeting these needs to support the growing population.

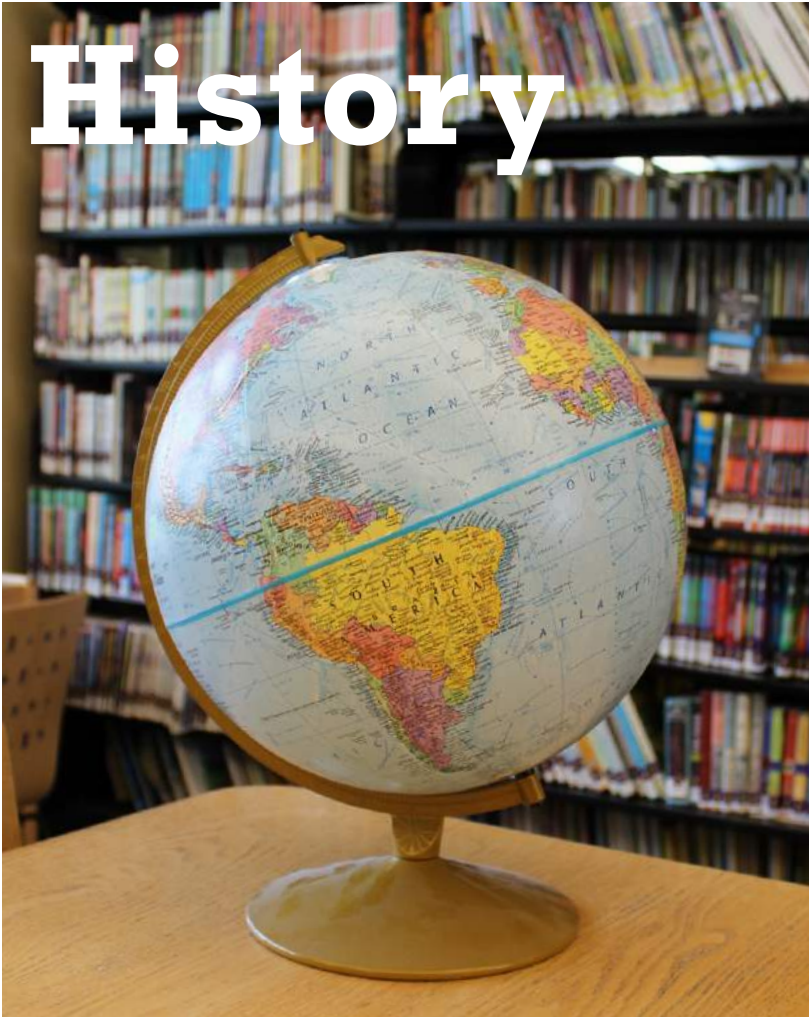
LTPL is going Fine Free in 2019 as a way to enhance services and improve the library experience for all of its patrons.

The strategic planning committee identified a number of strategic initiatives that include community building, enhanced digital content and platforms, building library awareness, enhanced programming and collections, and a bond proposal for a new building in 2020. The recommendation is to put before the voting public a bond proposal for the construction of a new library on the ballot in 2020, that would lead to a new library opening in 2022. The library would operate within its current operating millage through its expiration in 2027, and then propose an increased operating millage to fully support enhanced services, programming and resources in the new facility.

Two financial scenarios were developed to reflect both approval of the bond proposal and its impact on library operations and a second status quo projection. The bond issue case shows a deficit over the 5 years of \$185,575, while the status quo projection shows a surplus of \$457,824 over that same time period.



1. https://www.theoaklandpress.com/news/nation-world-news/oakland-county-still-among-the-top-in-population-growth-amidst/article_3107ae86-e0a4-59b3-9a3e-1919b58f51b8.html



History

The Lyon Township Public Library (LTPL), founded in 1956, once served a small rural community with a population of less than 3,000. Originally formed as the Lyon Township branch of the South Lyon Public Library in an empty room in New Hudson Elementary School (now Dolsen Elementary School), it had only 1,000 books. In 1968 the library moved to the old Township Hall on Pontiac Trail, and moved to its current location in 1980. The original structure was only 2,000 square feet and an addition in 1992 doubled the library's space. In 2007 LTPL successfully passed its first dedicated operating millage, securing its own funding which is managed by the Library Director and a 6-member elected Board of Trustees. This millage allowed the library to increase hours, staffing, programs and collections to better serve the growing community. An operating millage increase and a bond initiative was defeated in 2016 that sought to build a new library facility. In 2017, an increased operating millage was approved to expand library hours, services, collections, staffing and digital resources.



Mission

LTPL is a community space, enriching life, providing resources and stimulating intellectual curiosity.



Vision

To be a community gathering place.



Core Values

- Accessible
- Engaging
- Provides Entertainment
- Informs
- Fosters Literacy
- Trustworthy

Value Proposition

Lyon Township Public Library has multiple stakeholders who receive different benefits from the organization. The following chart depicts key stakeholders and their unique value propositions

Stakeholder	Value Proposition
Library Patrons	<ul style="list-style-type: none"> » Place/Space to meet » Resources » Staff assistance » Socialization » Information » Entertainment » Programming » Education » Community space » Access to resources otherwise not available in the community
Non-Library Patrons	<ul style="list-style-type: none"> » Increased property values » Community resource » Meeting space
Board	<ul style="list-style-type: none"> » Support to the library » Fostering literacy » Community involvement » Spread the word - advocates/ambassadors » Meaningful service / Civic duty
Staff	<ul style="list-style-type: none"> » Employment » Meaningful work » Team » Helping others » Rewarding
Local Government Agencies	<ul style="list-style-type: none"> » Community resource
Friends of the Library	<ul style="list-style-type: none"> » Interest in library » Enjoy working on the book sales » Volunteer » Passive fundraising



Strengths

- » Staff
- » Engaged Board
- » Friends of the Library
- » Township financial support
- » Supportive patrons/users;
- » Millage \$
 - Extended hours
 - Increased and Full time staff
 - Increased programs, databases, materials
 - Can say Yes more
- » Improved technology
 - Staff technology
 - Security
 - Public Technology
- » Member of TLN - library consortium
- » Shared automation network
- » Location: center of Lyon Township
 - Scenery
 - Library campus
- » Township
- » Free use of Community Room
- » Open access
- » Genealogist
- » Seed library
- » Youth programs
- » Diversity of programs
- » Electronic newsletter

Challenges

- » Location/Building
 - Lack of space
 - Can't walk/bike here
 - No room for expansion
 - Not enough parking
- » Outreach is difficult
 - Lack of community spaces
 - No downtown area
- » Limited old money in township
 - Limited long-term donor base
 - Small business base
- » Communicating library value proposition
 - Changing community
- » Many other area libraries
- » Tax opposition

Opportunities

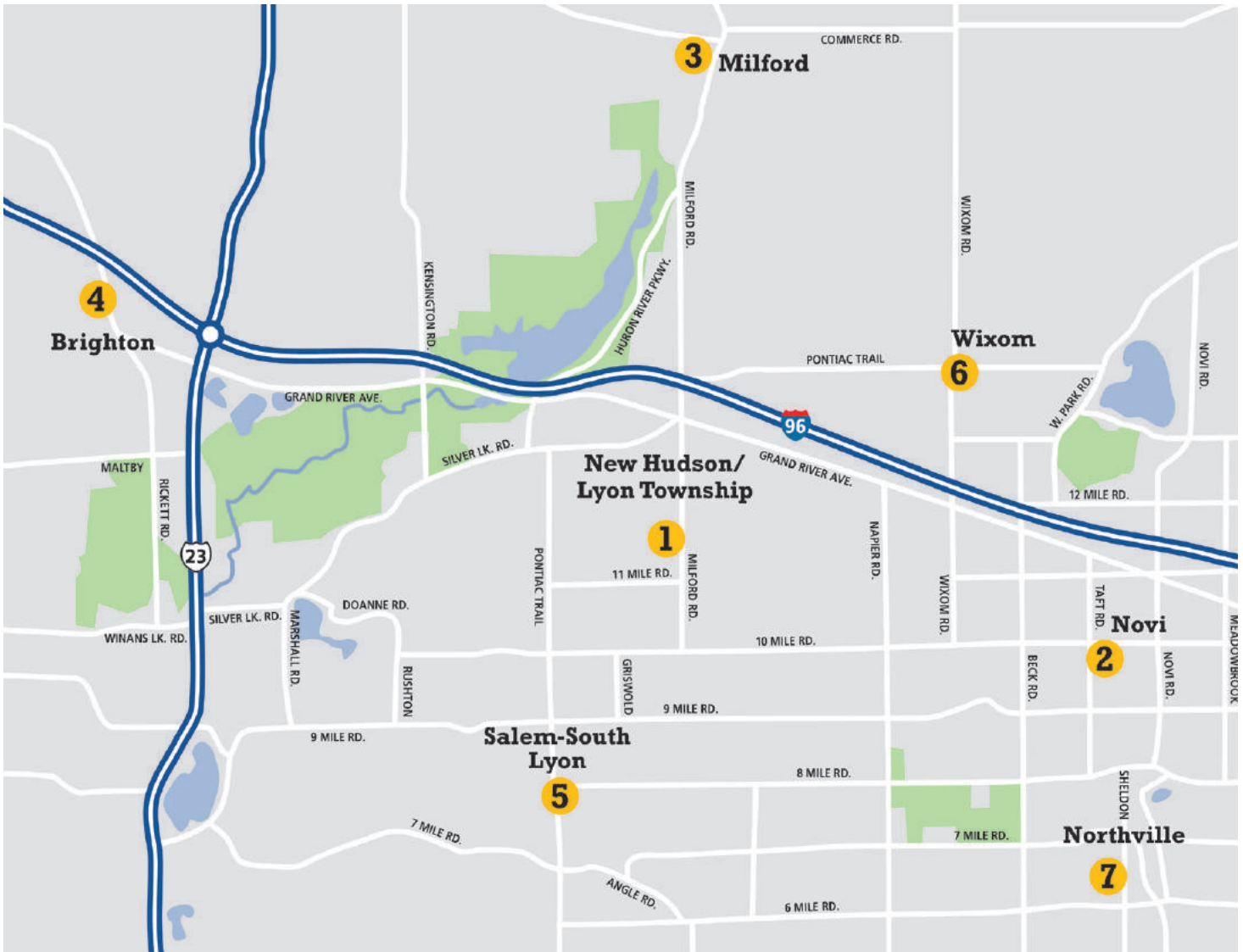
- » Fastest growing community in Oakland County
- » New residents
- » Community communicates via Social Media
- » New students (new schools)
- » New technology - space enhancer
- » Millennials coming back to the library
- » Tech savvy
- » 3D printing
- » Supportive user base

Threats

- » Tax opposition
- » Bedroom community
- » Many other area libraries
- » Security
- » Economy
- » Fundraising competition

The Ecosystem

LTPL is one of seven libraries within a 10 mile radius. The libraries all participate in The Library Network. This enables patrons to check out and return books and participate in programs and other services at all of these community libraries. Below is a comparison of the libraries and their approximate distance from LTPL.



Library	Distinguishing Attributes	
Lyon Township Public Library	<ul style="list-style-type: none"> » Friendly and helpful staff » Small comfortable cozy space » Genealogy services 	<ul style="list-style-type: none"> » Lot of programming for size of library » Location on the lake
Novi (6.5 miles)	<ul style="list-style-type: none"> » Bigger space and more materials » More funding » Next door to schools 	
Milford (8 miles)	<ul style="list-style-type: none"> » Walkable » In the downtown area 	<ul style="list-style-type: none"> » Bigger location » On a bike path
Brighton (9.75 miles)	<ul style="list-style-type: none"> » Bigger facility » Good location near Meijers » Not walkable 	

Library	Distinguishing Attributes	
Salem-South Lyon (4 miles)	<ul style="list-style-type: none"> » Currently expanded children's area » Bigger building » Larger collection 	<ul style="list-style-type: none"> » On the bike path (not walkable) » Lyon Township residents must pay a yearly fee to check out books at this facility
Wixom (4.75 miles)	<ul style="list-style-type: none"> » Easily accessible (driving) » Decent size facility » Walkable 	
Northville (10.5 miles)	<ul style="list-style-type: none"> » #2 size in the area » Established community 	<ul style="list-style-type: none"> » Walkable in downtown area » Planning expansion

Primary Research

Focus Group

A focus group was held on January 8, 2019 with 19 Lyon Township community members. These were regular library users with frequencies of use that varied from 2 to 3 times per week to once a month. They saw the library as a community resource to promote literacy, tie activities and literature together, provide "free" entertainment and access to other libraries. The group was satisfied with aspects of the library that included the following:

- » Visibility of staff
- » Books
- » Genealogy resources
- » Seed library
- » Youth and adult programming
- » Digital stuff
- » Newsletter
- » Location
- » Signage
- » Youth area cozy and welcoming
- » Community center attached
- » Interlibrary loans
- » New things as a result of the millage
- » Computers for people to use
- » Community Reads program
- » Access to other libraries
- » A place where people know you

There were also a number of changes they would like to see at the library that included:

- » More space
- » More parking
- » More programming: teens, adults
- » More books: youth literature, upper elementary
- » More ebooks
- » Bigger youth literature section is lacking (no room to put it)
- » Upper elementary books are limited
- » STEM kits
- » Kits for early readers
- » More awareness of what is available (communications)
- » Author visits for teens and pre-teens
- » Introducing library to new users (Welcome Wagon)
- » Better maintained DVD collection
- » Year long reading program (1000 books before kindergarten)
- » Music library - sheet music, cds
- » More technology help
- » Entrepreneurial business focus
- » Community leadership - more collaboration with township board

The group shared their vision for the library of the future and what it would look like in 10-15 years. This discussion included:

- » More of everything we like
- » Balance of digital and non-digital
- » Human connection through products and people
- » Better facility - space and parking
- » Coffee shop
- » More of a collaborative effort
- » Public/Private partnership
- » More programming
- » Providing access to people who have less financial capability



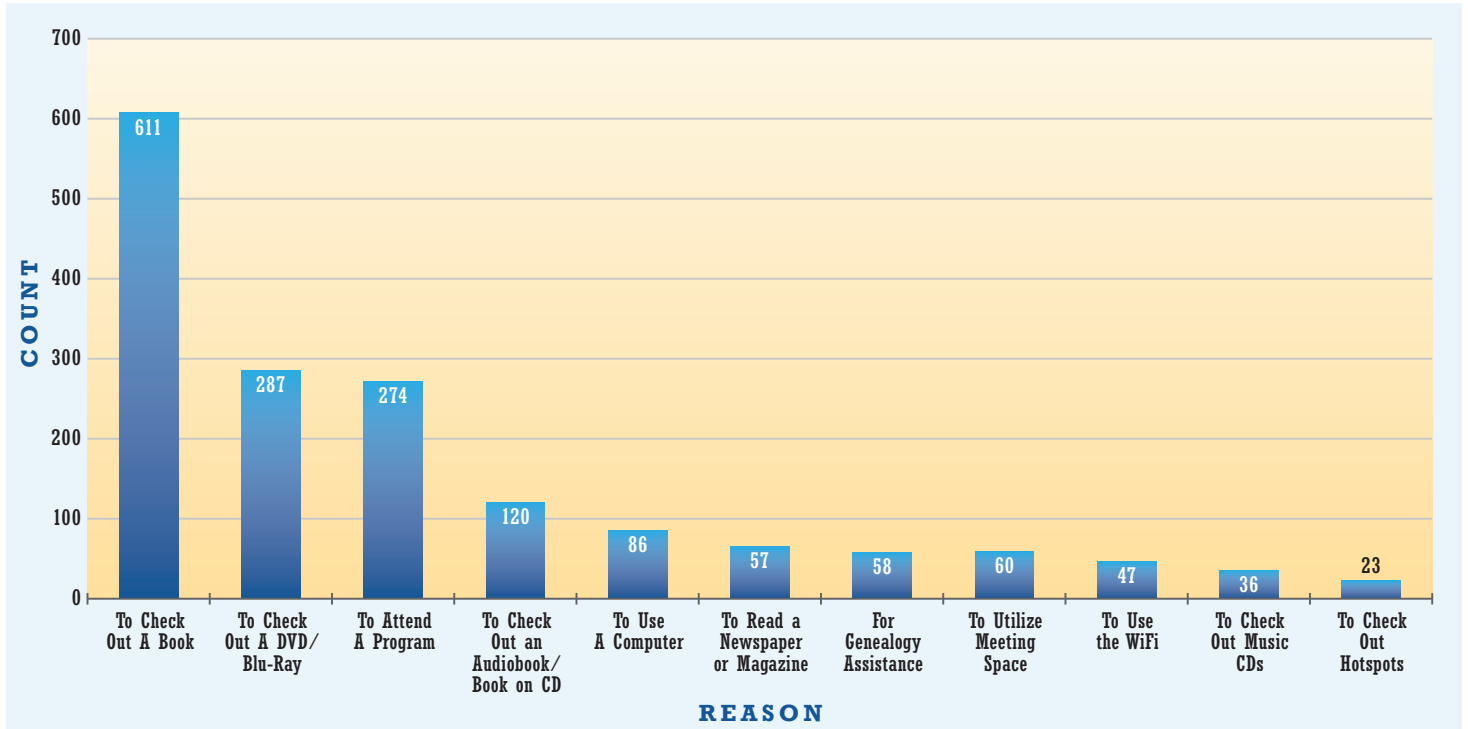
Community Survey

A community survey was distributed on February 19 and was available through March 12, 2019. The survey was shared via email, the library newsletter and social media with printed copies available in the library for patrons. 761 unique survey responses were received. This is a response rate of 4.2% based on the 2017 US Census population of

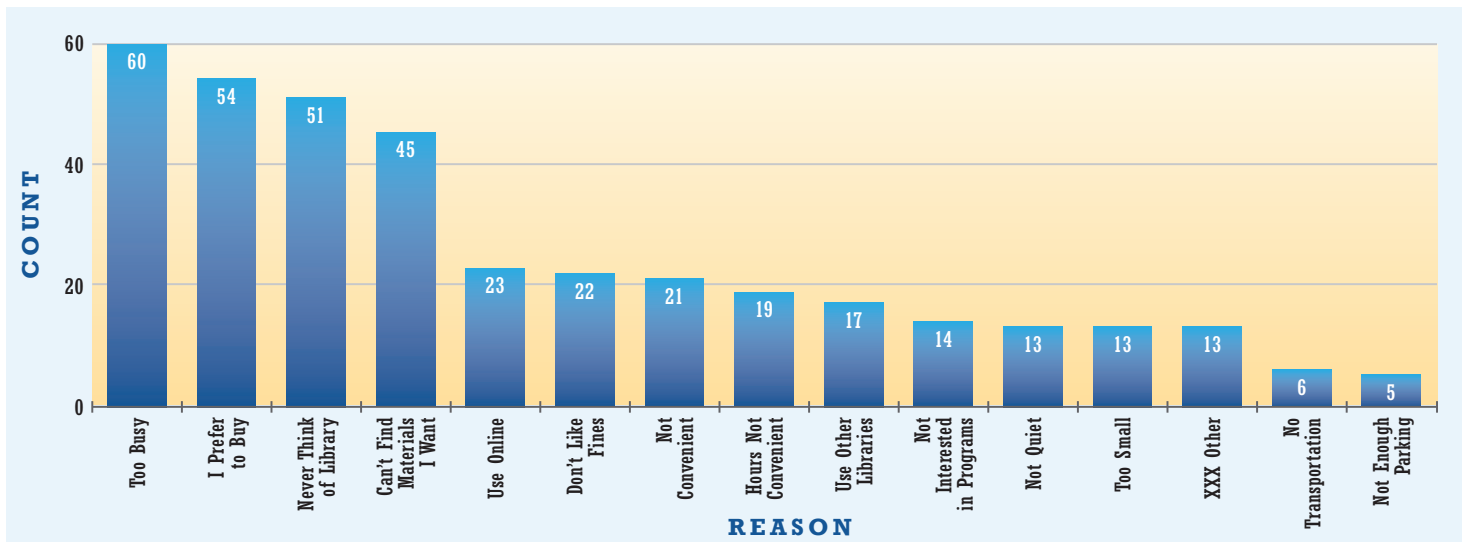
Lyon Township of 18,172. However, a more accurate response rate can be calculated using the number of housing units in Lyon Township, assuming that the majority of survey responses were completed 1 time per household. Using the 2017 US Census number of housing units in Lyon Township of 6,670, this reflects a response rate of 11.4%.

Checking out books, DVDs or attending a program led the responses of why people visit the library. Those who do not visit the library often cited that they are too busy, prefer to buy books or other materials, don't think of the library or can't find the materials they want.

WHY DO YOU VISIT THE LIBRARY?



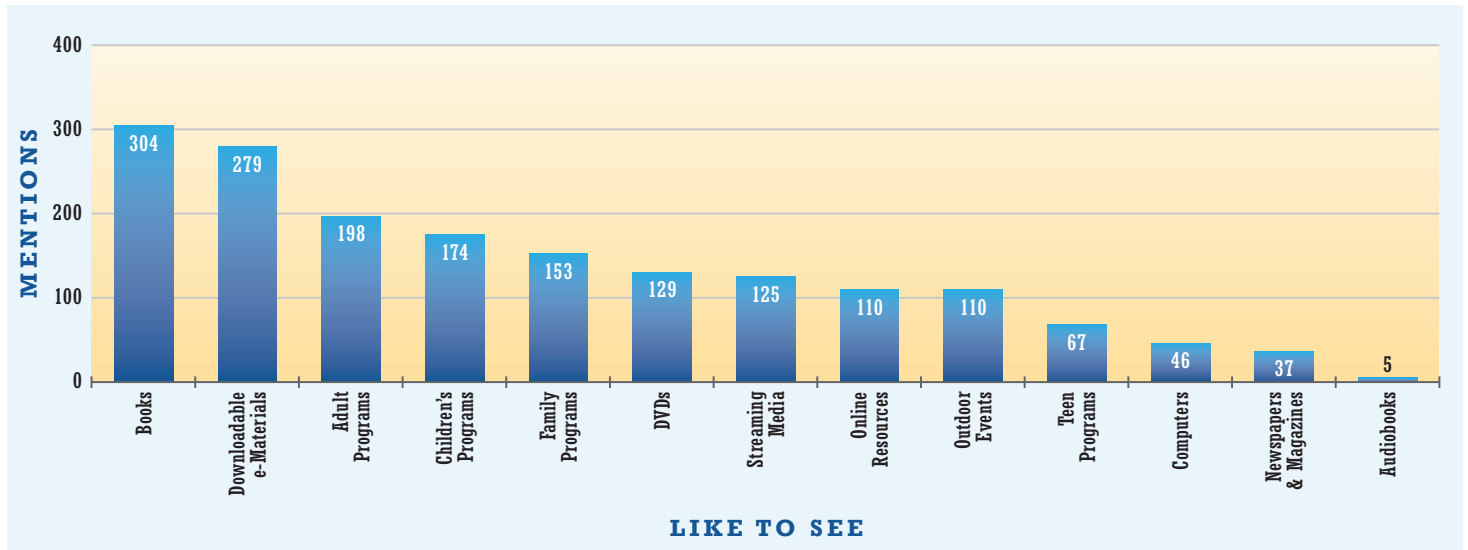
WHY DON'T YOU VISIT THE LIBRARY?



The community said they would like to see more books, downloadable e-materials and programming and that new books and movies, more programs, book drops, and more

space for material would increase their usage. They also indicated that a larger children's area, more seating and an enhanced outdoor space would increase library visits.

ADDITIONAL RESOURCES REQUESTED



Secondary Research

A benchmarking study was completed that compared LTPL with 6 local libraries. The full study result spreadsheet can be found in **Appendix I**. These included:

- » **Milford (Class 4)**
- » **South Lyon (Class 4)**
- » **Wixom (Class 4)**
- » **Brighton (Class 5)**
- » **Northville (Class 5)**
- » **Novi (Class 6)**

LTPL is a Class 4 library meaning that it supports a service area population of between 12,000-25,999 people. Class 5 supports 26,000-49,999 and Class 6 supports 50,000+.

Some Selected Takeaways:

- » LTPL has significantly less space per capita than any other library, by a factor of 4 to 6 times.
- » While millage revenue is close to the average for all Class 4 libraries, it is significantly lower per capita than other benchmarked libraries. Other Class 4 libraries are found throughout the state and are often in areas of significantly lower wealth than Oakland County.
- » Average number of librarians is significantly lower than other Class 4 libraries. LTPL has 2.0 librarians compared to a Class 4 average of 4 and benchmarked local libraries of between 5 and 6.
- » Percent of cardholders for LTPL was on track with the Class 4 average.
- » Number of visits to the library also met the Class 4 average, even though the square footage of 3,900 for LTPL was very small compared to the Class 4 average of 16,905.

Industry Trends

The common thread throughout the research and writings on the library of the future is that it is evolving to meet the changing needs of the public and will embrace the impact and accessibility of technology. Cultural and demographic shifts are creating greater needs for a sense of community, with residents reflecting diverse socioeconomic backgrounds. A recent American Life podcast focused on the fact that libraries aren't just for books. They're often spaces that transform into what you need them to be: a classroom, a cyber cafe, a place to find answers, a quiet spot to be alone.² The library of the future looks and feels different beginning with the allocation of space. Patrons are generally seeking more space for:

- » Study and Research:
Individual and Group
- » Community: meetings, lectures, social gatherings
- » Group projects with Whiteboards/ Smart Boards/LCD Projectors
- » Laptop use with power/ data outlets
- » Fixed computer workstations
- » Technology peripherals
- » Layouts that make Library Staff more accessible to the public

And less space for:

- » General Collections
- » Collection Processing
- » Reference Collections³

The American Library Association (ALA) has an on-going initiative to study and help shape successful and sustainable visions for the nation's libraries. The ALA has identified seven trend categories impacting the library of the future: Society, Technology, Education, the Environment, Politics (and Government), Economics, and Demographics (STEEPED).⁴

Additional research by Teach Thought in celebration of National Library month identified 10 trends that libraries are engaging to meet the needs of both today and tomorrow's patrons:

1. More technology
2. Sensory storytimes
3. Better outreach to ESOL and ESL adults and children
4. Automation
5. Emphasizing community space
6. More social media savvy
7. Digital media labs
8. Electronic outposts
9. Crowdsourcing
10. More active librarians⁵

The LTPL staff and Board members identified the following trends that they see specifically impacting the future for the LTPL:

- » Digital Content
 - Downloadable Materials
 - Online Databases
- » Higher expectation of Library services (in Lyon Township)
- » Demand for more programming
- » Social workers
- » Community center (living room of the community)
- » Outdoor space
- » Environmental sustainability
- » Financial sustainability
- » Meeting space/quiet space
- » Library of things
 - Telescopes
 - Tools
 - STEAM kits
 - Makerspace - 3D Printer
 - Video games



2 <http://www.thisamericanlife.co/664-the-room-of-requirement>

3 <https://cdn.cnsnews.com/documents/The%20Library%20of%20the%20Future.pdf>

4 <http://www.ala.org/tools/future/trends>

5 <https://www.teachthought.com/literacy/10-ways-the-library-of-the-future-will-be-different/>

BIG Hairy Audacious Goals

(BHAGs)

The team looked at these future trends and identified several long-term (10+ year) goals that would create a library of the future for the Lyon Township community.

- A state of the art facility that is a centerpiece for the community**
- The Oakland County Genealogy Center**
- A robust Library Without Walls**
- Recognized benchmark programming for Emerging Adults**

The state of the art facility may include an environmentally friendly building designed with interior and exterior spaces that offer that community living room for the patrons. The Oakland County Genealogy Center would leverage and significantly expand the genealogy resources to become the "go-to" resource for the region. A robust library without walls would include satellite service at the Lyon Township schools, home visits, a bookmobile, and other outreach programs. Becoming the benchmark in programming for emerging adults would include college and career services and an inviting and purposeful third space with targeting programming to attract and retain emerging adults.

Strategic Initiatives

- » Community building
- » Enhanced technology
- » Team building
- » Digital content and platforms
- » Programming
- » Build awareness: marketing and messaging
- » Expanded Collection
- » Bond ballot initiative

SMART Goals

The following SMART (specific, measurable, attainable, realistic and time-bound) goals for 2019 Q3 and Q4 and 2020 supporting the strategic initiatives and the long-term BHAGs.

STRATEGIC INITIATIVE	SMART Goals Q3-Q4	CHAMPION	SMART GOALS 2020	CHAMPION
Community building	Initiate card sign ups at 2 additional schools (4 total) (Card for Every 6th Grader) - Q3	Jocelyn	Library card signups at 2 additional schools (Card for Every 6th Grader) - Q4	Jocelyn
	Library to go fine free in Q3	Holly	Scout/Community Service project - 2 little free libraries - Q4	Holly
	Outreach with Story Time to 2 preschools/month by Q4	Jocelyn	"One Seed, One Community" project - Q2	Pam
	Lunch & Learn with digital business tools - Q3	Marj		
	Story book walk on Rail Trail - Q4	Jocelyn/ Melissa		
	Build Awareness to Community Building - Q4	Holly		
Increased collaboration	2 "Let's Talk" programs with Neighborhood Library Association - Q3/Q4	Jocelyn	Collaborate with South Lyon Garden Club for shared programming with LTPL Grows - Q3	Pam
			Host 1st Michigan Seed Library Summit - Q3	Pam
Enhanced technology	Develop phase I of Maker Space - Q4	Marj	Install Digital Conversion Station - Q3	Marj
			Develop phase II of Maker Space - Q4	Marj
			Tablet for outreach (Loaded with digital content/databases) - Q1	Marj
Team Building	Form committee to begin review of Policy & Procedure Manual/ Employee Handbook - Q4	Holly	Develop succession contingency plan for each position - Q2	Holly
	Replace Alice on board by Q4	Holly	Complete board retreat in Q2 to focus on bond campaign	Holly
	Hire Marketing & Outreach Librarian by Q3	Holly	Complete review of Policy and Procedure Manual/Employee Handbook - including review by Library Lawyer - Q3	Holly
	New tracking system of staff professional development to include hours spent - 20 hours per person - Q4	Holly		
Digital Content and Platforms	Evaluate new digital platforms for learning by Q3	Holly/Marj	Implement new platform in Q1	Marj
	Create plan and budget for 2020 new platforms by Q4	Marj	Create plan and budget for 2021 new platforms by Q4	Marj
	Scanning of Local History materials (Funeral Home books) for digital access - Q4	Cathy	Increase digital content downloadable collection by 10% - Q4	Holly

SMART Goals - Continued

STRATEGIC INITIATIVE	SMART Goals Q3-Q4	CHAMPION	SMART GOALS 2020	CHAMPION
Digital Content and Platforms (Continued)	Develop outreach to Assisted Living Facilities - Q4	Holly	Develop Instagram outreach plan - Q1	Holly
			Create Marketing Plan - Q1	Holly
	Increase number of patrons receiving newsletter by 10% by Q4	Marj	Develop Newsletter/Outreach all household mailer in Q2	Michelle
	Increase marketing of digital content and platforms on Facebook to 4x a month - Q3	Marj	Redesign LTPL website - Q4	Marj
Programming	Develop new Adult program events (trivia night & book bingo) - Q4	Holly/ librarian	4 Author/book events by Q4	Holly/ Jocelyn
	Investment Program featuring MorningStar database - Q4	Marj	Additional Genealogy Lock in added in Q2	Cathy
	Additional sessions for popular SRP events to minimize crowding - Q3	Jocelyn	2 music events by Q4	Holly/ Jocelyn
	1 music/concert event by Q4	Holly		
Expanded Collection	Weed Adult Non-Fic and update collections as needed - Q4	Holly/ librarian	Weed entire collection for damaged and non circulating items - Q4	Holly/ Jocelyn
	Introduce sensory items in kids area by Q4	Holly	Increase Seed Library Collection by 10% - Q3	Pam
	Create pathfinder for sustainable living collection (LTPL Grows). Identify areas for growth - Q4	Pam		
	Playaway Launchpads by Q4	Jocelyn		
	Circulating STEAM kits by Q4	Jocelyn		
Bond Ballot Initiative	Engage Library planner to update needs assessment, review goals of new library facility and confirm building size and construction costs - Q4	Holly	Township and Bond Attorneys + Size of Bond April 2020 - Q1	Holly
			Campaign - April through November 2020	Holly
			Contact Campaign Consultant - Q1	Holly
			Form Campaign Committee - Q2	Holly
			Ballot Language written and approved - Q2	Holly
			Ballot November 2020	Campaign Committee



The Team

The Staff

The LTPL staff includes 6 full-time and 7 part-time individuals plus 10 volunteers. The current space presents a limitation to increasing the staff. If a new and larger building is completed, a future millage will be presented to increase staff to support enhanced library services, collections and programming. The current staff includes the following:

HOLLY TEASDLE has been the Library Director at LTPL since 2005. She holds a BA in Anthropology from Oakland University, a MA in Landscape Archaeology from the University of Wales, and a MLIS from Wayne State University. As an Archaeologist, Holly worked and conducted research in the United States, Ireland, Wales and Germany. She had graduate internships teaching archaeological field school in Dublin, as a library intern at the Undergraduate Library at Wayne State University, and an archival intern at Cranbrook Archives and the Royal Commission of Ancient and Historical Monuments in Wales. Prior to coming to LTPL, she was the Archivist for the Franklin Archives at Temple Beth El. As the Director at LTPL, Holly manages the budget, staff and programs and strives to lead the library to be an integral part of the community of Lyon Township. She also acts as the Adult Services Librarian, and manages adult programming, collection development, and community outreach. She lives in Southfield with her husband Chris of 19 years, and three children.

MARJORIE O'DONNELL has been the Technology Coordinator at LTPL since 2008. Prior to joining the library team, she spent 10 years in sales and marketing for 2 major computer manufacturers. As Technology Coordinator, she is responsible for researching and purchasing new

technology for the library, maintaining all library technology, and assisting patrons with use of library and personal technology. Technology includes physical equipment in the library, software platforms, electronic resources, the library website, the library electronic newsletter and library social media platforms. Marj is also responsible for scheduling of the Community Center and coordinates community events.

JOCELYN LEVIN earned her Master of Library and Information Science degree from Wayne State University in 2006, after earning a Bachelor of Arts degree in Psychology from Oakland University in 2004. Prior to accepting a part time Youth Services Librarian position at LTPL in November 2016, she worked in many area libraries including the Birmingham Baldwin Public Library, the Dearborn Heights City Libraries, the Redford District Library, and the Bloomfield Township Public Library. Since January 2018, Jocelyn has been our full time Youth and Teen Services Librarian. She serves on many local and state library committees and enjoys gardening at her West Bloomfield home with her husband, Brad.

MELISSA SHANK has been the Youth Program Assistant at LTPL since 2018. She helps create and run youth programs such as storytime and the youth writing club, and curates the graphic novel collections. In her free

time she's often found reading comics or playing video games.

MICHELLE FIELDS, Marketing and Program Coordinator since 2008. Michelle book programs, conducts and organizes community outreach initiatives, creates all marketing and promotional materials for the library, is the Friends of the Library liaison, and manages advertising and branding of the library. When she's not working she enjoys running and reading.

PAM QUACKENBUSH, Library Technician has worked for LTPL since 2001, holding many different positions in her tenure including Clerk and Interim Director. She orders and processes books and AV library materials, as well as ordering library supplies. Using the library operating system she works with others to run reports and maintain the library databases and collection. Pam also manages LTPL Grows, which consists of sustainable living programming, the Seed Library, the Demonstration Garden, and the Lyon Township Community Garden

CATHRINE MCCARTHY COTTONE has been at LTPL as the Genealogist for 19 years. She helps patrons find their roots – by guiding them to use print and digital resources. She also gives presentations and lectures in the library and to outside groups. Cathy also does collection development,



The Staff - Continued

hosts genealogy round tables and lock-ins, and hosts book clubs. Cathy has been doing her own genealogy for over 30 years, and has been a member of the Irish Genealogical Society of Michigan for 25 years, having served on the board and been an editor of the newsletter.

JANET DAVIO, Head Clerk, has worked at the library since 1988, and has had many roles in her tenure. She currently works in technical services, cataloging and processing books and materials. Janet has lived in Lyon Township since 1973.

LUCAS STODOR has been at LTPL since 2014, starting first as a part-time Page, then a part-time Clerk, becoming a full time Clerk in 2018, serving patrons at the desk in all manner of circulation services. He also assists in collection maintenance and technical services. Lucas is a student at Washtenaw Community College

ALTA MOORE, a local library enthusiast, has been a Clerk, assisting patrons at the front desk in all aspects of library service, since 2013.

KAREN STANARD joined the LTPL staff as a Clerk in 2018, working the front desk checking out books and assisting patrons. In her spare time she enjoys reading, participating in living history events and sewing and art projects.

LEAH BARBER, a high school junior, has been working as a library page at LTPL since 2018.

RAEDEN DOUGLASS, a high school senior, has been a library page at LTPL since 2018.

The Board of Trustees

The Board of Trustees includes 6 elected members. All members must be residents of Lyon Township and serve 4-year terms. In the event a trustee resigns before the 4-year term is up, the remaining board members appoint a new member who serves until the next election.

ALICE FITZGERALD, LTPL Board president and past Vice President, has been on the Library Board since 2001. Married to Brian for 33 years, she has 4 adult sons and they have lived in Lyon Township since 1991. She holds a B.S in Biology, an Associate's degree in RHIT and has a Teaching Certificate. She is an Inpatient Medical Coder for R1, and her hobbies include reading, traveling and scrapbooking.

DON GEHRLEIN joined the LTPL Board in 2016 and is the current Library Board Treasurer. He and his wife Pat moved from Arkansas to Lyon Township in 2011 in order to be closer to one of their three children and six grandchildren. They have been married for over fifty years, and Don retired from a 35-year career in the oil and gas industry as a senior level financial manager. Don enjoys spending time with family, watching his grandchildren participate in sports and playing pickleball.

AMY DEEDS has been a member of the LTPL Board since 2008 and has served as a Trustee and past Treasurer. She has lived in Lyon Township since 1999 with her

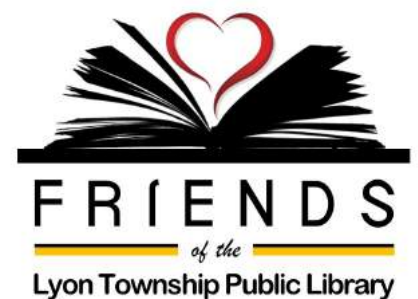
husband, Chuck, and two children. She is a graduate of Miami University and a certified Master Gardener. Her volunteer work includes MSU Tollgate Farm and Education Center, South Lyon East High School, Cross of Christ Lutheran Church, and most recently CS Mott Children's Hospital Butterfly Garden.

SHERI ROGGE joined the LTPL Board in 2018, and has been an avid library patron during her 21 years as a resident of Lyon Township. She is currently a Benefits Enroller for InfoArmor Identity Protection Services. Sheri has served on the boards of many community arts and service groups over the last 20 years including The Phoenix Players Community Theater as Business Manager and Inventory Manager, several South Lyon Community School PTO boards, and South Lyon East Choir and Drama Booster Boards. She is a graduate of Drexel University and was a Quality Program Manager for Lockheed Martin Missile Systems. She loves to travel and spends most of her summer sailing on Lake Erie.

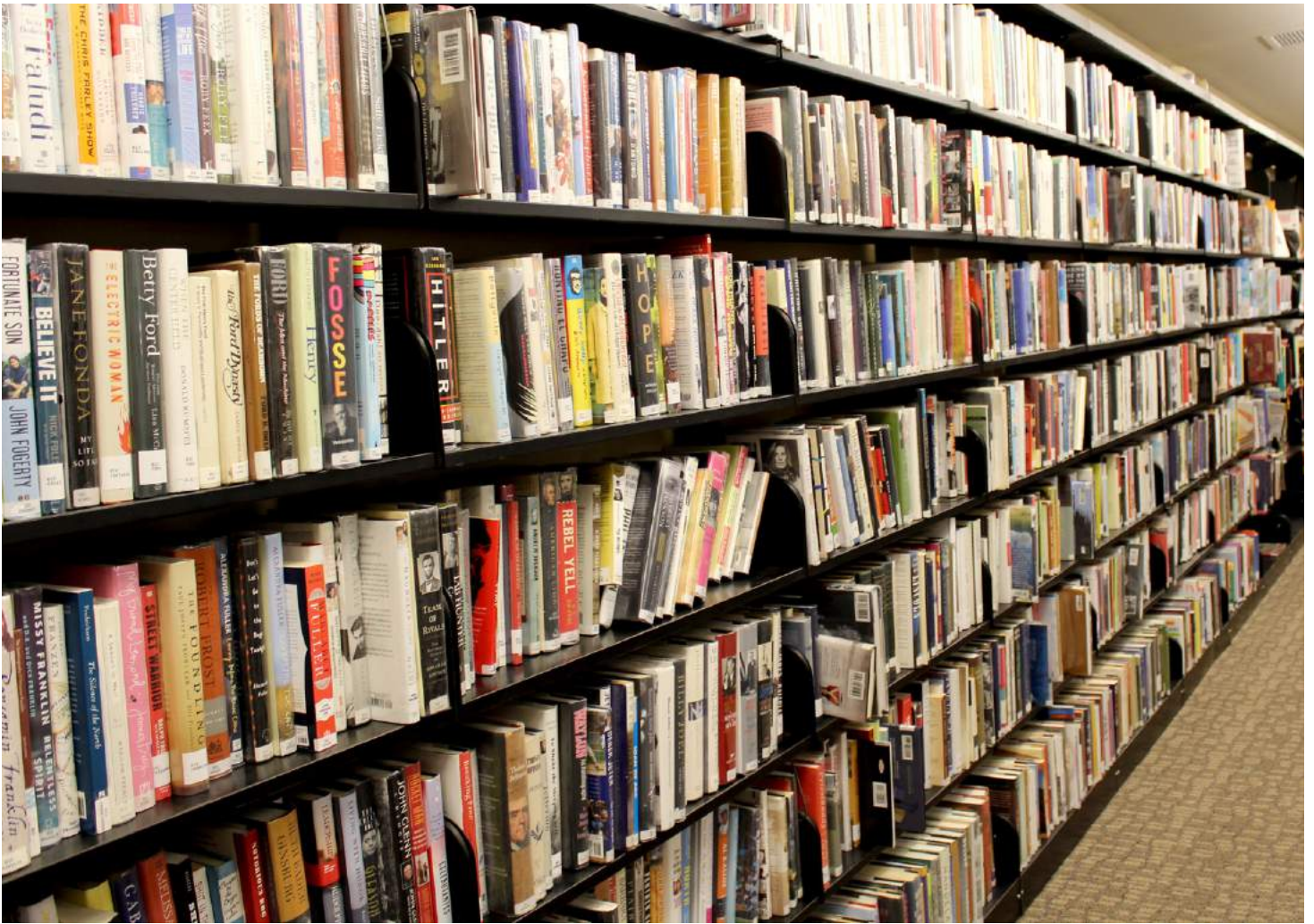
CHERYL CHUCK, current Vice President on the LTPL Board, joined in 2016. Moving to Lyon Township in 2006, she has been a supporter and volunteer at LTPL since then, believing in the importance of the library in the community. Cheryl holds a BA in Education from Eastern Michigan University, and raised her family in Westland, where she and her husband lived for 30 years. She

worked at the Westland Public Library as a Children's Associate for 11 years, selecting library resources, conducted programs and participating in library outreach. She retired from the library when her second granddaughter was born to be a full time Grandma.

ED COLES has lived in Lyon Township since 2016 and joined the LTPL Board of Trustees in 2018. Ed received his BSBA from Lawrence Technological University and an MBA from Baker College and is a retiree of Ford Motor Company and Atlas Copco. He and Pam, his wife of 43 years, are the proud parents of three adult sons. Ed enjoys motorcycling, hiking, hunting and traveling.



The Friends of LTPL is a separate 501c(3) organization that exists to support the library's endeavors. They are a core group of volunteers who run four book sales a year plus a variety of other fundraising events. They use the revenue to support LTPL's Summer Reading Program, author events, and special projects. The Friends group also volunteers at library events throughout the year.



Financial Projections and Sustainability

Financial Projections reflect two scenarios to reflect whether or not the proposed bond issue is approved in 2020. Both financial projections are built from the approved budget for the 2019 fiscal year and reflect salary adjustments and other budgetary considerations as identified in the Notes column in the detailed financial statements. In addition, for each year, inflation percents are applied to prior year amounts to arrive at the adjusted line item amount. For detailed financial statements, please see **Appendix II** and **Appendix III**.

With the recent millage increase approval, the library is on solid financial footing for the foreseeable future, if they remain in the current location. The results of the Community Survey and the recommendation of this strategic plan is to move the library into a larger building and provide a more comprehensive library experience for Lyon Township's citizens. As a result of this, the library is planning to go to the voters with a bond question to build a new library on Township owned property in 2020. If this measure

passes, it is expected that a new library building could be open by the end of 2022. The bond issue scenario includes additional staffing, furniture and fixtures, technology and other requirements needed for a larger space to better serve the community. The current operating millage expires in 2027. If a new facility opens in 2022, the staff will maintain operations within the current millage and go back to the voters for an increased millage in 2027.

Scenario 1 - Bond Issue Case

CATEGORY	Prior Year 1 Jan-19 - Dec-19	Year 1 Jan-20 - Dec-20	Year 2 Jan-21 - Dec-21	Year 3 Jan-22 - Dec-22	Year 4 Jan-23 - Dec-23	Year 5 Jan-24 - Dec-24	Total 5 Yr Forecast
Total Other Revenue	13,150	7,365	7,585	7,813	8,047	8,289	39,099
Total Tax Funding	1,098,622	1,130,291	1,162,909	1,196,507	1,231,112	1,266,755	5,987,574
Total Revenue	1,111,772	1,137,655	1,170,495	1,204,320	1,239,159	1,275,044	6,026,673
Total Personnel	569,275	639,113	669,462	859,173	884,948	911,497	3,964,193
Total Staff Development	10,000	10,300	10,609	10,927	11,255	11,593	54,684
Total Office Expenses	29,000	31,910	32,867	34,633	35,672	36,742	171,825
Total Operating Supplies	168,600	175,590	182,983	188,472	194,127	199,950	941,122
Total Rent and Utilities	52,000	53,560	55,167	90,877	93,603	96,412	389,619
Total Admin Institutional	50,000	66,835	68,810	46,599	47,847	49,132	279,223
Total TLN	60,700	62,521	64,397	66,329	68,318	70,368	331,932
Capital Equipment	52,500	15,000	15,450	15,914	16,391	16,883	79,637
Total Expenditures	992,075	1,054,829	1,099,745	1,312,924	1,352,161	1,392,576	6,212,235
Surplus/(Deficit)	119,697	82,826	70,750	-108,604	-113,002	-117,532	-185,563
Beginning Capital Balance	322,467	447,089	529,915	600,665	492,061	379,059	
Ending Capital Balance	442,164	529,915	600,665	492,061	379,059	261,526	

Scenario 2 - Status Quo Case

CATEGORY	Prior Year 1 Jan-19 - Dec-19	Year 1 Jan-20 - Dec-20	Year 2 Jan-21 - Dec-21	Year 3 Jan-22 - Dec-22	Year 4 Jan-23 - Dec-23	Year 5 Jan-24 - Dec-24	Total 5 Yr Forecast
Total Other Revenue	13,150	7,365	7,585	7,813	8,047	8,289	39,099
Total Tax Funding	1,098,622	1,130,291	1,162,909	1,196,507	1,231,112	1,266,755	5,987,574
Total Revenue	1,111,772	1,137,655	1,170,495	1,204,320	1,239,159	1,275,044	6,026,673
Total Personnel	569,275	639,113	669,462	689,546	710,232	731,539	3,439,893
Total Staff Development	10,000	10,300	10,609	10,927	11,255	11,593	54,684
Total Office Expenses	29,000	31,910	32,867	33,853	34,869	35,915	169,415
Total Operating Supplies	168,600	173,658	183,701	189,212	194,888	200,734	942,192
Total Rent and Utilities	52,000	53,560	55,167	56,663	58,363	60,114	283,867
Total Admin Institutional	50,000	66,835	68,810	42,599	43,847	45,132	267,223
Total TLN	60,700	62,521	64,397	66,329	68,318	70,368	331,932
Capital Equipment	52,500	15,000	15,450	15,914	16,391	16,883	79,637
Total Expenditures	992,075	1,052,897	1,100,462	1,105,042	1,138,163	1,172,278	5,568,843
Surplus/(Deficit)	119,697	84,758	70,032	99,278	100,996	102,766	457,830
Beginning Capital Balance	322,467	447,089	531,847	601,879	701,157	802,153	
Ending Capital Balance	442,164	531,847	601,879	701,157	802,153	904,919	

KEY Performance Indicators (KPIs)

The key performance indicators reflect critical metrics to track and monitor the health of the organization and are designed to be shared with staff, Board members, patrons, and other community stakeholders. They are designed to communicate successes (and challenges) of the organization as they work towards their short and longer term strategic goals.

Circulation

- Physical
- Electronic

Card Holders

Library Visits (physical)

Programs

- # of programs
- # of attendees

Thank You

Strategic Planning Committee

Staff

MICHELLE FIELDS

Program & Outreach Coordinator

MARJ O'DONNELL

Technology Coordinator

PAM QUACKENBUSH

Library Technician

LUCAS STODOR

Clerk

HOLLY TEASDLE

Library Director

Library Board Trustees

ED COLES

ALICE FITZGERALD

SHERI ROGGE

Back Cover

