Ann Arbor District Library Strategic Plan
July 1, 2010 – June 30, 2015

1. Services

Develop services, programs and collections that balance community demand and Ann Arbor District Library resources

Increase convenience in accessing existing services and materials

- Increase independent access to collections by utilizing patron-oriented classification schemes, such as organizing non-fiction DVDs by genre instead of by Dewey Decimal classification.
- Provide additional access points to materials and resources throughout aadl.org.
- Increase opportunities to issue library cards and check out materials in conjunction with off-site programming.
- Enhance Washtenaw Library for the Blind and Physically Disabled services to keep ahead of the technological change in the National Library Service service model.
- Increase opportunities for fine & fee payment and forgiveness.

Ensure access to a balanced collection of materials, information resources and services for our community's rapidly growing and culturally diverse populations, with an emphasis on:

- Educators and students of all ages
- Language learning & adult basic literacy
- World languages
- Local history
- Determining community needs to develop additional non-traditional library collections in the model of art prints and energy meters.

Cultivate partnerships to develop both on-site and off-site programs and services that meet the diverse needs of the following communities:

- Physically & developmentally disabled
- Educators and students of all ages
- Hobbyists (adult-oriented and hands-on programs)
- Unemployed or underemployed
- Local businesses & entrepreneurs
- Low income
- Homeless & homeless service providers
- Health care consumers

2. Products

Develop products that improve and enhance the delivery of all aspects of library services

Provide 21st century leadership in regards to content rights and distribution and the role of the public library content economies

- Develop products that enhance the library experience for users of mobile devices.
- Identify data sources from outside the library industry, such as Amazon.com or GoodReads.com, to improve patron experience and enhance catalog quality.
- Create a repository and distribution model for locally created and produced content, and explore opportunities for AADL's production resources to be more widely used by the community.
- Develop products that will customize library borrowing to fit individual needs and require less time and management by patrons.
- Explore print-on-demand technology and develop a potential service model.
- Sustain the community value of the public library amidst closed digital content markets and decreasing availability of physical materials by designing digital products that establish new distribution relationships with content producers, push the boundaries of current copyright law and ensure public ownership of and access to content.

3. Finances
Develop a multi-year financial process that assures adequate, sustainable funding for the next twenty years

Explore new funding sources

- Identify grant opportunities and establish connections with community donors for future donation possibilities.
- Identify partners to sponsor large events.

Operate the library in a fiscally responsible manner as determined by law so that revenue and expenses are balanced and funding resources are taken advantage of as they become available

- Focus efficiency-building on financial resources reclaimed from ongoing cost management.
- Network with other large library systems to capitalize upon industry successes.
- Quantify savings and disseminate information about good stewardship.

4. Communications
Develop high-level internal and external communications that get the message out, to all, about what we do and how we do it

Learn more about who is using the Library, who is not and why

- Investigate a Market Analysis / Brand Perception Study in our service area, possibly as a project for graduate students.

- Leverage institutional investment in statistical measures and data collection to enable more sophisticated analysis of library use.

Communicate the value and return on investment to the community from its district library, and how that return might be increased

- Develop plan to actively communicate to eligible potential library users that they have already paid for AADL services.
- Develop methods and messages that specifically demonstrate how potential users can make the most of their personal resources by utilizing AADL's offerings.

Market library services to current patrons and non-users

- Develop stronger partnerships deeper within the University of Michigan's structure to produce and market programs of interest to the general public.
- Explore the use of AADL email, paper notices and receipts as advertising space for events and services.
- Refine orientation experience for new AADL patrons.
- Investigate new online advertising opportunities.
- Pursue high-impact public appearances by AADL staff at meetings of community & business groups to tell the story of AADL's sustained success.
- Investigate the AADL truck for use as advertisement of AADL events and services.
- Standardize and refine the use of pre-event welcome as a promotional tool for existing or new library users.

5. Organizational Development
Develop sustainable, adaptive organizational practices that allow the Library to thrive internally and externally

Prioritize use of resources in this economic climate

- Focus efficiency-building on reallocating staff resources freed by ongoing process development.
- Redesign AADL's collection development methods & manual to deliver a fluid & data-driven collection.
- Internally market AADL products and services to increase staff opportunity to maximize the marketing value of casual patron interactions.

Provide leadership in defining library services

- Find new ways to freely disseminate the objectives, processes and outcomes of AADL's projects to peers in the library industry.
- Pursue partnerships with other leading institutions to enhance and expand the bounds of library services.

Adapt to changing externalities such as the economy and publishing

- Develop products to fill niches created by ongoing change in the publishing industry.
- Explore and expand internet-based service delivery models.
- Identify emerging critical measures (such as print vs. electronic book sales) and monitor data sources to guide AADL service development.

Improve and strengthen collaboration with other organizations to achieve mutual goals

- Identify AADL's ideal partnership characteristics.
- Seek partnerships to expand the reach and breadth of AADL offerings.
- Develop tools for collecting and sharing external contacts to simplify promotion of partnerships & events.

6. Facilities
Develop and maintain clean, safe, physical facilities that creatively meet the needs of the community and staff with an emphasis on sustainability, accessibility and flexibility

Renovate or replace the downtown library with attention to the condition of the existing building; tax base; revenue stream; development of surrounding properties and demographics

- Provide a welcoming environment to those with disabilities.
- Provide various configurations of public space to increase small study group accommodation.
- Improve accommodation of large audiences for popular Downtown programs so that we no longer have to split audiences.

Maximize the efficiency and utilization of meeting rooms and other facilities

- Develop metrics in order to increase occupancy rates.
- Expand opportunities for structured meeting room use without the overhead of an AADL-hosted program, such as classes hosted by partners or social viewing of international television.
- Improve Downtown event attendee experiences by providing state-of-the-art venues and up-to-date furnishings.