

# **MILFORD PUBLIC LIBRARY STRATEGIC PLAN**

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**2010-2014**

**VISION**

**MILFORD PUBLIC LIBRARY**

**THE FIRST STEP ON YOUR PATH TO  
ENRICHMENT – BRINGING THE WORLD TO YOU**

**MISSION**

**MILFORD PUBLIC LIBRARY CHAMPIONS READING  
AND SPARKS CREATIVITY, DISCOVERY, AND  
LEARNING THROUGH INNOVATIVE SERVICES  
AND DYNAMIC PROGRAMMING**

**GOAL - Cultivate Partnerships for Cultural Connections**

**Objectives:**

- Promote an outlet for diversified cultural expression to individual artists and groups
- Work with area organizations to develop a “wow” program (writers, singers, etc.)
- Collaborate with community organizations to develop partnerships / programs (cultural / arts organizations, local libraries)
- Develop cross-promotion opportunities with area organizations (e.g., organizational breakfast)
- Introduce cultural experiences through programming

**GOAL - Ensure Funding Necessary for Quality Library Services**

**Objectives:**

- Develop an active and strong campaign to renew Library millage in 2010
- Explore 501 (c) 3 status
- Investigate grant availability and foundation funding
- Create partnerships to support fundraising efforts
- Market the advantages of contributing to the library (e.g., planned giving)
- Explore corporate / business support

**GOAL - Increase Library Usage and Support**

**Objectives:**

- Identify special interests as a way to attract underserved populations (e.g., men, teens, tweens)
- Expand the Friends Group and explore new avenues of support
- Investigate options for increasing Library hours, including collaborating with neighboring libraries
- Explore advocates for the Library
- Create options for on-site refreshments / café

**GOAL - Provide Programs that Support the Interest and Needs of Individuals, Families, and the Community**

**Objectives:**

- Seek partnerships with schools, neighboring libraries, and other special interest groups to formalize additional programming
- Create flexibility in programming (more evening programs, gaming nights, timing, adding last minute programs)
- Partner with area libraries to bring well-known authors to the community
- Expand the lineup of technology classes
- Provide job and career programs for teens and adults

**GOAL – Enhance Community Awareness of Library Services**

**Objectives:**

- Develop a marketing and public relations plan
- Utilize existing outlets (e.g., school listservs, Milford Times) to promote programs
- Revitalize the library newsletter
- Utilize social media to reach a diversified audience (e.g., Facebook, Twitter)
- Develop and distribute a welcome packet
- Host more community events to promote the library as a community center

**GOAL – Ensure Access to up-to-date Technology for Community and Staff**

**Objectives:**

- Ensure funding for acquiring technology (hardware, software, licenses)
- Replace aging technology to support technology programs
- Increase educational programs for current technological trends
- Explore additional online services to home users
- Participate in professional development opportunities
- Expand game collection and investigate offering games for circulation