

# STRATEGIC PLANNING UPDATE NOVI PUBLIC LIBRARY

AUG/SEPT 2015

## LIBRARY BOARD OF TRUSTEES

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## TIME SURE FLIES WHEN YOU ARE HAVING FUN!



Two years into the strategic planning process, the Novi Public Library is going strong, working towards investigating, planning, implementing and evaluating the many ideas that were first introduced by the Novi community.

The plan is continually evolving as it is reviewed on an annual basis by the Library Board Trustees to help establish yearly goals. From there, the staff add department and personal goals to achieve. Then, on a monthly basis, Library Board Trustees review the goals document, updated by library staff, to insure that no idea or

tactic goes un-noticed. This information is made available to the public via the library board packets and on the library's website.

Dedication by both the Library Board Trustees and library staff is why the plan is such a success!

It was a goal early on that the 2013-2018 plan not sit on a shelf collecting dust, but rather be a living document for the Novi community to be able to reference and be proud of.

This update highlights many, but not all, of the successes achieved so far.

Julie Farkas, Library Director

## INFORM. INSPIRE. INCLUDE.



One of the unique features that came out of the strategic planning process was a new motto. The motto has become an easy way for Trustees and staff to tell a "library story" when sharing all the many

wonderful opportunities that the library has to offer to the Novi community. The new building, now in its 5th year, and soon to be 55 years of dedicated service in September 2015, has expanded far beyond books to include education-based

experiences, provide entertainment and serve as a place for Novi residents to meet up and socialize with each other.

**MATCH THE NEEDS OF THE COMMUNITY WITH THE FACILITY AND LIBRARY'S LOGISTICAL RESOURCES**

**(EXISTING BUILDING, OUTREACH, COLLECTIONS, STORAGE SPACE, FUTURE EXPANSION)**

- This strategic objective was added after one year of plan implementation in 2014. The Library Board felt more detail pertaining to the physical building, its contents and opportunities for possible expansion of a satellite or outreach opportunity should be considered.
- Read Boxes in Novi parks: Lakeshore, ITC and Rotary (support provided by Novi Rotary).
- 2015 Summer lunch program in conjunction with the Novi Community School District and Novi Rotary.
- Annual author event located at Fox Run of Novi.



**FUEL NOVI COMMUNITY'S PASSION FOR READING, PERSONAL GROWTH AND LEARNING**

- Established a local author/artist collection for Novi residents to spotlight their works.
- Students for Success program that encourages the reading of one book as a school community.
- Language conversation classes for adults: Italian, Japanese, German, French and Spanish.
- International Story times: Chinese, Spanish, Hindi, Marathi, Japanese, Czech, Korean and Tamil.
- ESL conversation and book discussion groups.
- Recognition of volunteers at an annual event hosted in partnership with the City of Novi.

**Did you know...**

**Over 1,100 people visit the Novi Public Library daily!**

**INCREASE THE NOVI COMMUNITY'S KNOWLEDGE OF AND ACCESS TO THE LIBRARY'S COLLECTIONS, SERVICES AND BUILDING**

- Expanded hours of operation on Friday & Saturday until 6:00pm and Sundays year round from 12:00-6:00pm.
- Holds shortened to 7 days to allow more access to collections.
- A/V materials are now renewable allowing longer loans to patrons.
- 5 ways to be alerted to overdue materials: data mailer, phone, text, email and website.





**ENCOURAGE THE NOVI COMMUNITY TO EMBRACE AND PARTICIPATE IN THE LIBRARY'S PROGRAMMING, CULTURAL LEARNING AND SERVICE OPPORTUNITIES**

- Establishment of an annual Teen Art exhibit located in the Teen Stop on the 2nd floor in partnership with the Novi High School.
- On the Road tour event and fundraiser.
- Library staff involvement in the City of Novi Older Adult Advisory Board.
- Library staff involvement in the City of Novi Cultural Arts Council.
- Library staff involvement in the Boomer University event with Oakpointe Church.
- MSU Tollgate annual events.
- Annual MLK celebration (Library open)
- My Coupon Genie fundraiser and Novi business builder.
- Actively engaging and assisting PAASN (Parents of African American Students in Novi).
- Quarterly international cooking demonstrations.
- Teen Space



**FOSTER AN ORGANIZATIONAL CULTURE OF INNOVATION**

- Unveiled a Library App to the community (over 20,000 hits monthly).
- NEW downloadable services: Freegal Music and Zinio.
- Gale Courses (FREE online classes—over 300 subjects).
- Business Resource Center and active participant with SCORE (Service Corp Retired Executives) and SBTDC (Small Business Technology Development Center).
- One on one technology based learning opportunities.
- Continually upgrade library equipment/technology to best serve the needs of the community.

**Did you know...  
Over 2,500  
Adults, Teens  
and Youth  
participate in  
the annual  
summer reading  
program in  
2015!**

**EMPOWER THE NOVI COMMUNITY TO BE EFFECTIVE CONSUMERS AND PRODUCERS OF INFORMATION**

- Social Media: Facebook, Twitter, Pinterest, Instagram
- Engage, Novi Today
- Website
- YouTube—Beyond Books library program
- FREE Homeowner Association meetings at the Library if library staff can present info for 10-15 minutes.



## CONTACT US

Novi Public Library  
45255 West Ten Mile Rd.  
Novi, MI 48375  
Phone: 248-349-0720

## Hours of Operation

**Monday–Thursday**

10:00am–9:00pm

**Friday & Saturday**

10:00am–6:00pm

**Sunday**

12:00–6:00pm

## MISSION STATEMENT:

NOVI PUBLIC LIBRARY PROVIDES THE RESOURCES AND PROGRAMS TO SUPPORT THE EDUCATIONAL, CULTURAL, INFORMATIONAL AND RECREATIONAL NEEDS OF ITS DIVERSE COMMUNITY.

## THANK YOU FRIENDS OF THE NOVI LIBRARY!

The Friends of the Novi Library has been a longstanding group of community volunteers that constantly give of their time and talents to make the Novi Library shine in its community. In existence for 55 years in September 2015, the Friends help monetarily support many of the library's programs that are implemented daily. In addition, they give generously towards the purchase of products, services, technology and furniture. This makes the Novi Library stand out as a world class educational institution!

**Thank you Novi Friends for your support!**





**Inform. Inspire. Include.**

**6 Strategic Objectives**  
**2013-2018**

1. Match the needs of the community with the facility(ies) and library's logistical resources  
(Ex: existing building, outreach, collections, storage space, future expansion)
2. Fuel Novi community's passion for reading, personal growth and learning
3. Increase the Novi community's knowledge of and access to the library's collections, services and building
4. Encourage the Novi community to embrace and participate in the library's programming, cultural learning and service opportunities
5. Foster an organizational culture of innovation
6. Empower the Novi community to be effective consumers and producers of information

**Library Goals**  
**2015-2016**

1. Staff will continue to provide excellent customer service in all facets of the library's operations and community involvement; Administration will provide ongoing training and development opportunities for the staff.
2. Balance the needs of the community with fiscal responsibility and reduce the deficit spending.
3. Continue a high level of awareness for Library Board member representation, ambassadors and engagement in Novi and the greater library community.
4. Provide quality services, collections, programs and technology with an emphasis on the diverse and aging population.
5. Promote the Library in Novi's residential and business communities; promote library services to non-library users balancing existing resources whenever possible.
6. Utilize efficient and increased fundraising opportunities for our community to continue to support the growth of the Library's services, collections, programs and technology.
7. Ensure that the Library maintains policies and planning strategies that promote safe, efficient, productive and enjoyable experiences for patrons and staff.

**Approved: April 15, 2015**



# YOUR Novi Public Library

*Inform. Inspire. Include.*



## Inform

- **Established:** in 1960 by the Friends of the Novi Library (celebrating 55 years this fall). Library's current building is 59,314 + 5,904 (patio space).
- **Funded:** by a tax revenue source of 1.0 mils annually (currently collecting .77 mils). Current budget revenue for 2015-2016: \$2,408,281. Additional funding sources include: state aid, fines/fees, penal fines (speed to read).
- **Governed:** by a 7 member board of trustees that is appointed by the Mayor. Members serve 3 year terms. Main functions of the board: financial oversight, budget approval, policy making, advocacy, fundraising/marketing, strategic planning.
- **Managed:** by a Library Director. 18 Full-time staff and approximately 49 Part-time staff). Library Departments: Administration, Information Services, Support Services, Information Technology and Facilities. All Librarians have a Masters Degree in Library Science or Information by an ALA accredited program.
- **Items checked out:** 814,782 (based on population of 60,593 that is approx. 13 items per person/per year).
- **Visited in 2014/2015:** 392,047 visitors (approximately 1,127 daily). Open 7 days a week.

## Inspire

- **Artwork:** One of a kind pieces of artwork are displayed throughout the Library.
- **Programming:** There are opportunities for every age group.
- **Resources/Collections:** Over 175,000 items are in the Library's physical and digital collections.
- **Online Resources:** Zinio, Freegal, Gale Courses, and Overdrive just to name a few!
- **Cooperative Sharing:** The Library participates in The Library Network, a consortium of over 60 libraries in southeast Michigan that allows for reciprocal borrowing and a shared catalog system with over 4 million items.
- **Outreach:** 3 Read Boxes located in 3 City of Novi Parks (Lakeshore, Rotary and ITC)
- **Cultural Experiences:** ESL language classes, story times in 8 different languages, conversation groups, Chamber Music Society of Detroit monthly concerts, ethnic food events, author events, and guest lectures.

## Include

- Friends of the Novi Library
- Novi Historical Commission
- Teen Space
- Longtime partners with: Novi Community School District and other area schools, NLA (Neighborhood Library Association), City of Novi, local businesses, MSU Tollgate, Novi Rotary, American Business Women's Association, Novi Youth Assistance, Fox Run of Novi
- Annual Summer Reading program (All ages welcome)
- Meeting room spaces
- Website, Library App, Monthly E-newsletter, social media, monthly cable shows
- Homeowners Association meetings FREE of charge if library can give a 10-15 minute update
- Full service café
- Study spaces
- Computer Lab

## Challenges

- Squashing the "Library" stereotype. We consider ourselves a "Destination place" in our community. Going "beyond books" and providing more for our residents.
- Funding for the future
- Getting our word out to the community.
- Being known as the "Information gateway" in Novi



**Library to Open Saturday  
Novi News -September 22, 1960**

The dreams of Novi citizens will become a reality Sunday when the community's first public library officially opens.

Wearing a fresh coat of white paint and housing close to 3,000 books, either donated or purchased by cash donations the little frame building will welcome students and adults beginning at 11am. The doors will close at 5pm. Novi residents are welcome to visit the library and inspect the book shelves and acquaint themselves with this new public service-a product of scores of public spirited citizens.

Although library board members originally planned to charge a fee of \$3 per family to support the library, they decided this past week to make it a "free service" at least until operating costs become prohibitive. Publicity Chairman Mrs. David Fried announced.

Avran "Skip" Rosenthal, Livonia librarian, has been retained as a part-time library consultant. As consultant, he will assist volunteers in correct procedures for operating the library. The volunteer librarians are: Mrs. Robert Bernhardt, Mrs. Victor and Mrs. Vincent Gillett, Mrs. Dirk Groenenberg, Mrs. Ira Medlyn, Mrs. Burton Munro, Mrs. William Paquette, Mrs. Theodore Penn, Mrs. Donald Schott and Mrs. Mary Wallace.



The library contains close to 3,000 books, including those for small children as well as teenagers and adults. All of these books have either been donated or have been purchased with the more than \$1,500 contributed during or since the library campaign earlier this summer. During the campaign citizens were asked to become "Friends of the library" - members with donations of \$10 or more.

By becoming a "Friend", a citizen is entitled to have his or her name imprinted inside the book or books purchased by the donation. Lesser donations also are greatly appreciated.

Regular library hours will be: 3-5pm and 6-8pm Tuesdays and Thursdays, and 11am to 5pm on Saturdays. Members of the library committee which governs the policies of the library are: Sanford Sawyer, President; Dirk Groenenberg, Vice President; Mrs. Wordell Lyke, Secretary-Treasurer; Mrs. Wallace, librarian; John MacBride, special activities; Frazer Staman, Hadley Bachert, Albert Atherton and Mrs. Groenenberg.

In connection with library activities, a registration period will be conducted next week Saturday at the library for children and adults interested in joining an art class. Registrations, set for 9am to 11am, also will be accepted for a woodwind instrument class.

A Great Books group, sponsored by the library, will hold an orientation meeting next week Friday at 8pm. Interested persons are urged to attend.

What the Friends started 55 years ago with just 150 books, is today our **strong, dynamic** and **ever-adapting** Novi Library.

-Sue Johnson- President of the Friends of the Novi Library



Current Friends of the Novi Library Board

**Hours of Operation:**  
Monday-Thursday: 10am-9pm  
Friday-Saturday: 10am-6pm  
Sunday: 12pm-6pm

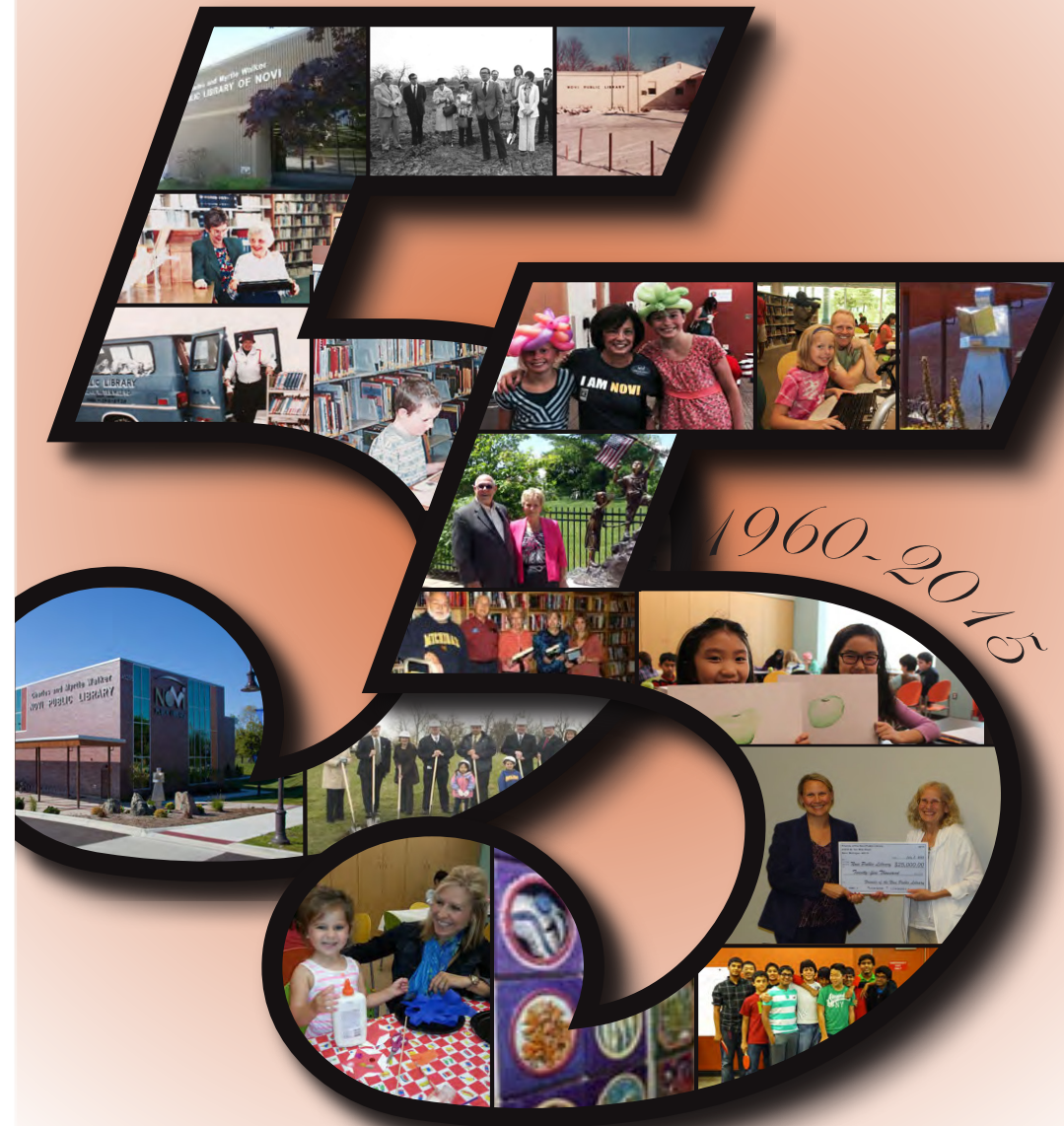
45255 W. Ten Mile Rd.  
Novi, Michigan 48375  
248-349-0720  
novilibrary.org

Stay Connected.



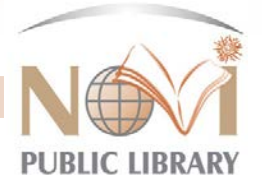
**Inform. Inspire. Include.**

*Celebrating 55 Years*  
2014-2015 Annual Report



*A look in the past and ahead to the future*

Inform. Inspire. Include.





## A Letter From the Library Board President

November 2015



We are happy to celebrate the 55th birthday of the Novi Public Library. Like a 55 year-old person, it is time to look back and thank all the former and current patrons, former and current employees, former and current library directors, former and current friends of the Novi Public Library, former and current trustees, former and current council members and mayors, without those contributions the current Library would not exist.

The general location of the Novi Public Library has not changed in 55 years, but with the support of a generous donation from Charles and Myrtle Walker, and a positive vote from Novi residents, the Library sits in a new 55,000 square foot building just five years old.

At 55, the Novi Public Library is not going into retirement, but is ready to meet the new challenges it faces. I cannot personally speak as to the conditions of the Library 55 years ago, however I can personally speak to the changes in the Library for these last 12 years. In addition to a new 55,000 square foot building, there is a vibrant and inclusive feeling at the Library today that informs, inspires, and includes.

There really is something for everyone at the Library today, from youth, teen, adult, and senior citizens. It is not just books. It is a meeting place. It is a hub for electronic media and data, and a hub just to meet, relax, and enjoy the outdoor patio or enjoy a cup of coffee. It is a hub for instruction for youth, teens, adults and senior citizens and businesses. Enjoy the history of the tiles and art throughout the entire Library and the statues outside.

Stroll through the Library and notice the awards and recognition on the walls, including the outstanding Library of the Year Award from the State of Michigan.

Obtain or renew your Library Card. You will be surprised how much you can do with your Library Card. You will be surprised how much information and material you can receive, read, and review, even by remote access on your computer, phone or electronic player.

While the Library has doubled in size from approximately 25,000 square feet to 55,000 square feet and doubled its collections, it has continued to operate on approximately the same budget of \$2,700,000 for the past several years due to the dedication and efficiency from the Library staff and utilizing technology advances.

While some libraries in Michigan have had to close or reduce hours, the Novi Public Library has increased its hours on Fridays and Saturdays to 6pm and is now open year-round on Sundays between 12pm and 6pm.

I want to thank and welcome all. I certainly hope that if you have not yet enjoyed the Library, you must visit soon.

Come visit us so we can **Inform, Inspire and Include.**

*Mark A. Sturing*

Mark A. Sturing  
President of the Library Board



1960











1976



2010

## NPL By the Numbers

	<b>Visitors at the Library</b> 392,047	<b>Cardholders</b> 27,238	
	<b>Zinio Magazine Downloads</b> 9,850	<b>Freegal Music Downloads</b> 26,245	
	<b>Items Checked Out</b> 814,782	<b>Read Box Circulation</b> 1,291	
	<b>Downloadables (OverDrive)</b> 42,478	<b>Program Participants</b> 40,901	
	<b>Library App Usage</b> 350,677	<b>Computer Logins</b> 47,843	
	<b>Summer Reading Participants</b> 2,584	<b>New Library Cards Issued</b> 4,211	
	<b>Book Collections</b> 149,941	<b>Audio/Video/CD Collections</b> 27,776	
	<b>Reference Transactions</b> 115,392	<b>Mag./News. Subscriptions</b> 207	
	<b>Meeting Room Rentals</b> 387	<b>Meeting Room Participants</b> 11,166	
	<b>Volunteers</b> 210	<b>Volunteer Service Hours</b> 5,175	
	<b>Homeowners Assoc. Meetings</b> 39	<b>Homeowner Participants</b> 921	
	<b>Teen Space Participants</b> 5,935	<b>Interlibrary Loans</b> 105,594	

## Significant Accomplishments

- Achieved highest Summer Reading Program attendance on record! Had 2,584 participants. Paradise Park was the premiere sponsor (Summer 2014).
- 3rd year offering Teen Space program (Monday-Friday; 2-5pm) in partnership with the Novi Community School District, City of Novi Parks Recreation and Cultural Services and Novi Youth Assistance (September 2014).
- Launched FREE online college classes. Gale Courses offers over 300 classes to the community which can be accessed with a Novi Library card (September 2014).
- Hosted a monthly parent book discussion and coffee with the Superintendent in partnership with the Novi Community School District (September 2014).
- Partnered with Fox Run of Novi to host an author luncheon that welcomed over 100 guests (October 2014).
- Hosted the 5th Annual Community Reads with neighborhood libraries (Lyon Township, Northville District Library, Salem-South Lyon District Library and Wixom Public Library). The communities read the book **We Are All Completely Beside Ourselves** by Karen Joy fowler (November 2014).
- Presented a new fundraising campaign to the community in partnership with **MyCouponGenie** and local Novi businesses to offer the community digital coupons (December 2014).
- Partnered with the Novi Community School District for "Students for Success-A School District Reading Together" author event. The community read the book **SPARK: The Revolutionary New Science of Exercise and the Brain** by John Ratey (April 2015).
- Unveiled the "I Love My Country Statue" on the Library's patio which commemorates Hugh & Kathy Crawford. \$12,000 was raised by the community to support this project (June 2015).

## Supporting YOUR Novi Library



Maha Maze  
Donated by the  
Davio Family

Over the years, wonderful donations have been received from patrons like you! There are many ways that you can donate to the Library – a general monetary gift in memory/honor of someone to help support the Library's various collections, electronic resources, programming or technology; dedication of a tree; a naming opportunity for a room or collection, etc.

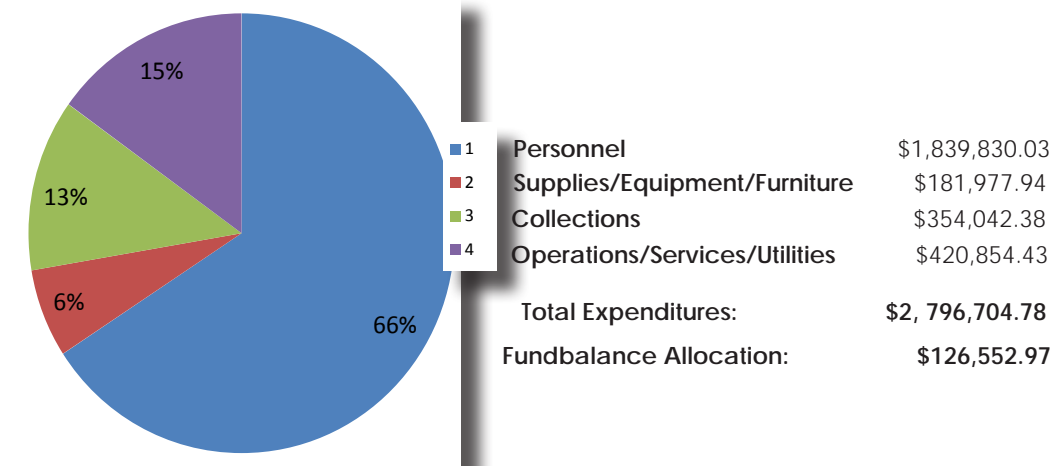
To learn more about these opportunities or to meet in person to discuss making a gift to the Novi Public Library, contact Julie Farkas, Library Director, at 248-869-7233.

“There are so many **free programs and activities** for people of all ages and cultures that it would be hard not to find **something for everyone.**”

-The Curtiss Family



## 2014-2015 Audited Financial Review



## 2014-2015 Library Board Trustees

Willy Mena, President  
David Margolis, Vice President  
Larry Czekaj, Treasurer  
Ramesh Verma, Secretary  
John Lesko, Trustee  
Craig Messerknecht, Trustee  
Mark Sturing, Trustee  
Julie Farkas, Library Director  
Ruchira Ankireddygar, Student Rep.  
Ziyang Huang, Student Rep.

