Long Range Planning

Strategic Planning – February 5, 2021

The areas that Lansing Library will commit to improving over the next 3-5 years are:

* Programming
  + We will offer programs appropriate to the current health situation.
  + We will expand programming to include both a virtual and in-person component as appropriate.
  + We will include partnering with other departments and local organizations.
* Services
  + We will establish a permanent curbside component to our services.
  + We will establish partnerships with the local school district and organizations.
* Public Relations
  + We will develop a social media plan.
  + We will establish a Social Media Team of volunteers to aid in advertising the library’s services.
  + We will advertise the non-traditional services the library provides.

**Short to Medium-Range Goals:**

Programs:

Begin spring/summer

* Outside Summer current programs – adequate spacing, masks, and outside
* Summer Reading Hybrid Programs, i.e., craft packs
* Outside Summer programs partnering with Parks & Rec, i.e. Story Walk

Services:

* Access to physical content as usual
* Set up interlibrary loan for the MS and HS Libraries
* Establish a permanent curbside service
* Upgrade our Digital Library Card Setup

Public Relations:

* Set up volunteer Social Media Team focus group to help “Like” and “Share” Library Programing to help with algorithms
* Develop a social media plan
* Advertise on-demand tech training and other services i.e. notary, scanning, printing

**Long-Range Goals:**

* New Building
* Partner with Parks & Rec at Parks after parks remodel