

# CONNECTING YOU TO THE POSSIBILITIES

# AHPL

The city of Auburn Hills houses a populace with needs as diverse as its demographics. What started as a small town has blossomed into a thriving community of young professionals, families, and retirees in equal measure. It is the responsibility of the Auburn Hills Public Library to meet the needs of that community, but we can't do it alone.

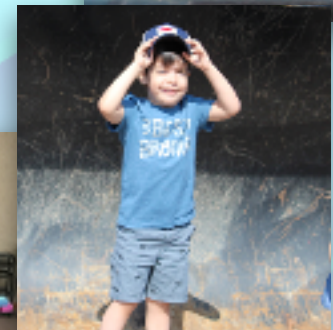
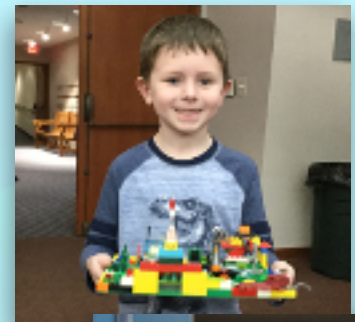
Over the past six months, the library has visited the community, talking with more than 250 residents about their hopes for their library. Armed with this knowledge, members from the library's staff, board, and Friends set out to create a new path forward.

After months of hard work, I am pleased to present this Strategic Direction for the Auburn Hills Public Library. As we move toward the future, the core tenets detailed here will act as our guiding light, influencing our decisions and reminding us of the needs of our community.

We're excited to get started. To begin our journey of improving the overall library experience by providing an updated building, new technologies, new services, and new experiences.

To begin connecting you to the possibilities.

Lawrence Marble  
Library Director



## STRATEGIC DIRECTION 2019-2022



## FOUNDATION

TAILORED CUSTOMER  
SERVICE EXPERIENCE

## INNOVATION

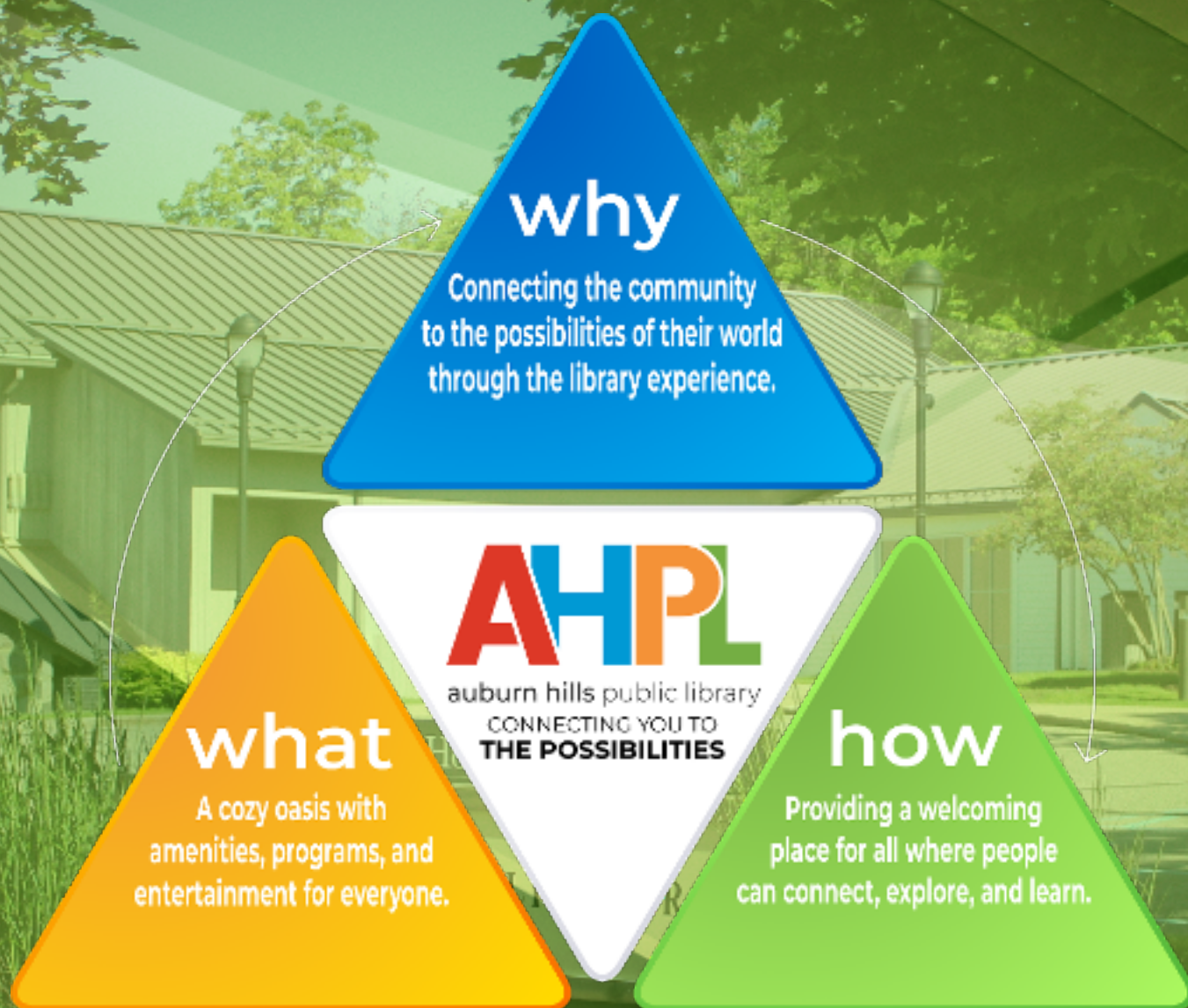
PROVIDE ENGAGING  
EDUCATIONAL EXPERIENCES

## COMMUNITY

CULTIVATE COMMUNITY  
CONNECTIONS

## SUSTAINABILITY

MAINTAIN AN UP TO DATE AND  
INNOVATIVE FACILITY THAT MEETS  
THE NEEDS OF THE COMMUNITY





A photograph of several children sitting on a light-colored floor, engaged in coloring activities. They are surrounded by various art supplies like markers and paper. One child in the foreground is smiling at the camera.

# FOUNDATION

## **STRATEGY TAILORED CUSTOMER SERVICE EXPERIENCE**

**Objective** Actively engaging with guests.

### **Activities**

- Implement greeter system to better serve patron needs.
- Provide interactive, easily accessible learning opportunities, so patrons are comfortable using Library resources and services.

**Objective** Warm and respectful environment.

### **Activities**

- Maintain a welcoming environment.
- Foster an environment of communication and collaboration.
- Establish a respectful and positive environment for all patrons and staff.
- Provide staff with ongoing customer service training.
- Review all policies; identify barriers to excellent customer service.

**Objective** Active listening with an open mind.

### **Activities**

- Open to others point of view.
- Listen to understand patron needs.

**Objective** Facilitating staff education.

### **Activities**

- Set aside time for online learning and ensure all staff are invited to, or made aware of, appropriate learning opportunities.
- Learn all departments' responsibilities and be knowledgeable on library services and collections to serve library patrons at all point of contact better.

# INNOVATION

## STRATEGY PROVIDE ENGAGING EDUCATIONAL EXPERIENCES

**Objective** Community engagement through marketing.

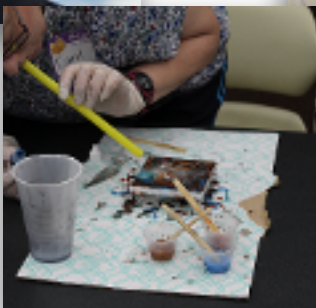
### Activities

- Rebrand the library and roll out the brand in the community.
- Develop marketing plans & materials that show how we meet guest needs.
- Utilize social media tools that will help inform patrons about services and programs.

**Objective** Connecting learners to educational resources with new technology.

### Activities

- Offer diverse, educational programs.
- Introduce and promote new and emerging technologies.
- Keep up to date with the latest technology.
- Offer tailored patron services.





# COMMUNITY

## STRATEGY CULTIVATE COMMUNITY CONNECTIONS

**Objective** Partner with community organizations.

### Activities

- Develop cooperative activities with local organizations to build relationships.
- Visit community organizations regularly.
- Encourage community groups to meet at the Library.

**Objective** Consistent presence in schools.

### Activities

- Partner with educators and administrators to provide students with the supplemental resources they need to support learning.
- Attend schools events to promote the Library.

**Objective** Increased visibility through outreach services.

### Activities

- Enhance the Library's outreach effort to the residents of new residential developments, including assisted living and nursing homes.
- Utilize the Friends of the Library and volunteers to partner with staff to increase public outreach.



# SUSTAINABILITY

## STRATEGY MAINTAIN AN UP TO DATE AND INNOVATIVE FACILITY THAT MEETS THE NEEDS OF THE COMMUNITY

**Objective** Adapt to emerging needs and new technologies.

### **Activities**

- Refresh and transform library spaces to support current and future use.
- As new technology develops, evaluate and update systems, software, and devices to improve services and programs.
- Provide ongoing staff training of new technologies.
- Remain agile.

**Objective** Partner with the Friends.

### **Activities**

- Work closely with the Friends of AHPL as they continue to advocate for and support the Library.

**Objective** Seek corporate partnerships and grants.

### **Activities**

- Obtain alternate funding sources such as grants, and gift-giving within the community to support special projects.

**Objective** Professional development.

### **Activities**

- Ensure that staff receives ongoing professional development and training opportunities.





# AUBURN HILLS PUBLIC LIBRARY STRATEGIC DIRECTION 2019-2022

## FOUNDATION

Tailored customer service experience

- ❑ Facilitating staff education.
- ❑ Actively engaging with guests.
- ❑ Warm and respectful environment.
- ❑ Active listening with an open mind.

## INNOVATION

Provide engaging education experiences

- ❑ Community engagement through marketing.
- ❑ Connecting learners to educational resources with new technology.

## COMMUNITY

Cultivating community connections

- ❑ Partnering with community organizations.
- ❑ Consistent presence in schools.
- ❑ Increased visibility through outreach services.

## SUSTAINABILITY

Provide an up to date and innovative facility

- ❑ Professional development.
- ❑ Partner with the Friends.
- ❑ Seek corporate partnerships and grants.
- ❑ Adapt to emerging needs and new technologies.