

Orion Township Public Library Strategic Plan

FY 2024 - FY 2027





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Introduction

Orion Township Public Library is an essential resource for the community. The library's committed staff, engaged patrons, and vital services create a welcoming and supportive community space. To align its resources with the emerging priorities of the community, the library has undergone a comprehensive strategic planning process incorporating feedback from community members and stakeholders. Implementing a new strategic plan will allow the library to focus on maximizing library spaces, evolving awareness and community engagement that support the library's essential nature in the community, and cultivating the library's staff development and overall vitality to support a thriving organization.

Orion Township Public Library initiated a strategic planning process starting in late 2022. [Fast Forward Libraries LLC](#) was engaged in January 2023 to facilitate the planning process in three phases: Learn, Dream, Do. The Learn phase entailed forming a Planning Team to guide the process, holding staff and Board feedback sessions, conducting a community survey, and leading focus groups. In the Dream phase, the Planning Team discussed possible future priorities for the library. This strategic plan will guide staff through the Do phase, as the library executes its vision for the future.



Review of Process

The Planning Team spent months learning about community needs and developing strategies to advance the library mission over the next three years.

February 2023	Planning Team kick-off meeting
March - April 2023	Community survey, Board and Staff survey, Focus Groups and Interviews
May 2023	Learning Report, Planning Team meeting
June 2023	Board and Staff retreats, Planning Team meeting
July 2023	Plan development
August - September 2023	Plan review and presentation to Board, transition to implementation



Purpose

We enrich the lives of Orion Township. We achieve this through a welcoming environment providing lifelong access to knowledge, connection, and discovery.

"I feel the library is meeting the community's needs well. I can't think of something new you should add, just perhaps expanding on the good things you do have."

-Survey response

Participants described the library as a safe and family-friendly place to access books and resources, use the Makerspace, and attend a variety of programs.

-Focus Group Finding



STRATEGIC DIRECTION 1: MAXIMIZE AND MODERNIZE LIBRARY SPACES

Public libraries are uniquely community-centered spaces that must adapt and grow. We will provide our community with a safe, modern, and accessible library that allows for flexibility and inspires us to pursue excellence in the services we offer.

Goals

- 1.1** Design welcoming spaces for flexibility, accessibility, and comfort.
- 1.2** Ensure library spaces meet community needs for future adaptability and growth.

Anticipated Results

- People report high satisfaction with their user experiences in the building and online
- People feel the building is engaging and comfortable and can find what they are looking for
- People choose to spend more time in the library
- Staff have the space and resources they need for work and rest
- Staff and board actively improve and evolve spaces with near-term and future building plans
- Community members feel they had input into the future library building needs and feel ownership of determined next steps



STRATEGIC DIRECTION 2: EVOLVE AND ENGAGE WITH THE COMMUNITY

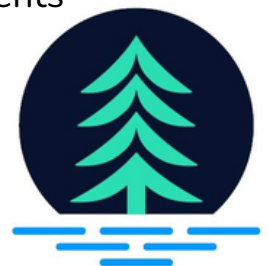
The library offers a wealth of diverse resources and services. In order to expand awareness of all we offer, we will engage with the community outside our building while encouraging increased connections and library visits through strong and collaborative partnerships.

Goals

- 2.1** Develop a deeper understanding of the community in order to increase awareness and engagement among current and new users.
- 2.2** Meet people where they are by expanding innovative outreach services.
- 2.3** Inspire library visits through vibrant and relevant programming.
- 2.4** Strengthen and expand collaborative partnerships to increase usage of library services and foster an interconnected community.

Anticipated Results

- People know what is happening at the library
- Patrons advocate for the library in the community
- Patrons rank the library highly in community satisfaction surveys
- Increased engagement and number of people reached at events
- Program attendance increases
- Increased initial visits and return visits to the library
- Expanded community relationships lead to new programs and services that meet community needs



STRATEGIC DIRECTION 3: CULTIVATE A THRIVING ORGANIZATION

Library staff are the heart of our organization. We will ensure opportunities for staff growth and development that allow for high productivity and retention while advocating for the future sustainability of the library as a valued community institution.

Goals

- 3.1** Ensure delivery of exceptional service through investment in and retention of staff.
- 3.2** Prioritize staff development and a strong team culture to ensure a positive work environment that meets current and future community needs.
- 3.3** Leadership demonstrates the value and long-term vitality of the library through advocacy and ensuring sustainable funding.

Anticipated Results

- Staff feel valued and report high job satisfaction
- Staff create a positive team culture at the library
- High staff retention and productivity
- Staff/patron relationships grow
- Board members report high satisfaction
- Community partners understand the value of the library
- Increase in donations



Next Steps

Implementation and Evaluation

Now that this plan has been adopted by the Orion Township Public Library Board of Trustees, staff will develop annual activity plans to guide implementation. Implementation is a continual process. The timing of certain activities will be determined by priority and influenced by various factors, such as funding and other resource allocation. Review and adjustment of the activity plan will happen on a regular basis.

A complete evaluation framework will be developed once the activity plans are finalized. Evaluation of the plan will be ongoing once the plan implementation is underway. The status of the plan and its implementation will be reported regularly to Trustees and stakeholders.



Orion Township
Public Library