



Manistee County Library

2022 to 2025 Strategic Plan

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Manistee County Library – Strategic Plan for 2022-2025

EXECUTIVE SUMMARY:

To guide this effort, the Manistee County Library Board of Trustees elected to work with consultants at the Midwest Collaborative for Library Services of Lansing, MI to facilitate a strengths-based strategic planning process that would help to align library services with the aspirations and needs of the community. Based on the work of The Harwood Institute for Public Innovation, community members were asked, “What kind of community do you want?”, “How is that different than the community is now?”, and “How can the library help?” Keeping in mind the context gained through data analysis and the community’s input, the Strategic Planning Committee recommended that the Library Board adopt four strategic focus areas for the period 2022-2025. The focus areas are:

COLLABORATION

We will seek out intentional partnerships and develop mutually beneficial relationships with other organizations to support our community more effectively.

COMMUNITY INTEGRATION

We will strive to become more enmeshed into the life of our community outside the library’s walls.

EXPAND OUR PHYSICAL SPACE

We will utilize our resources to expand our space to meet the needs of the community.

CREATE NEW AND DYNAMIC SERVICES

We will develop programming and services that will surprise and delight users and inspire new participation.



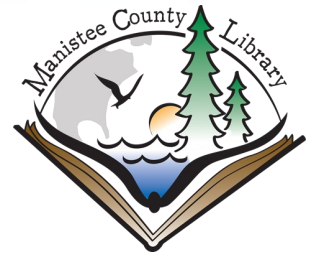
MISSION

Empowered by the trust and support of our community, Manistee County Library sparks imagination, increases wellbeing and social diversity, builds connections, and provides learning and fun to enhance the quality of life and enable greater success for everyone we encounter.

VISION

We are an agile, forward-thinking, ever-evolving organization at the center of our community, connecting people to resources and each other.





CORE VALUES

Excellence – *We strive to provide high-quality, engaging, and up-to-date collections and services.*

Responsiveness - *We are guided by leaders who are mindful of, and receptive to, the needs our community.*

Dedication – *We care deeply and are committed to bringing compassion and creativity to every interaction.*

Service-Orientation - *We treat everyone we encounter as our patron and worthy of our time and effort. We believe that service is a vital aspect of every staff member's role.*

Perseverance - *We are eager to help people find the answers and information they seek.*

Accessibility - *We provide open access to our collections and inviting public spaces spread across our county.*

KEY STRATEGIC FOCUS AREAS

We will seek out intentional partnerships and develop mutually beneficial relationships with other organizations to support our community more effectively.

- Deepen relationships with other organizations and businesses into true, two-way partnerships.
- Act as a connecting hub between organizations, individuals, and resources.
- Reach new audiences through exploring untested, creative partnerships.

1: Collaboration

We will strive to become more enmeshed into the life of our community outside the library's walls.

- Provide the community a good return on their investment through powerful outreach services.
- Remove barriers by meeting potential users where they are.
- Increase understanding of the value of the library and our place in this community.

2: Community Integration

We will utilize our resources to expand our space to meet the needs of the Community.

- Create a plan for our new building with a focus on being future-ready and flexible.
- Work toward opening our new building with expanded service offerings.

3: Expand Our Physical Space

We will develop programming and services that will surprise and delight users and inspire new participation.

- Look for ways to grow inclusivity and help new library users feel welcome.
- View our work through a lens of innovation to create services that inspire and empower.
- Support lifelong learning and enjoyment.

4: Create New and Dynamic Services

Focus Area 1: Collaboration

We will seek out intentional partnerships and develop mutually beneficial relationships with other organizations to support our community more effectively.

Goal 1: Deepen relationships with other organizations and businesses into true, two-way partnerships.

Objectives:

- The library will gain a leadership role on at least one community network group
- More partner organizations will classify our relationship with them as, “mutually beneficial”
- We will be sought out by organizations as a partner more times each year

Goal 2: Act as a connecting hub between organizations, individuals, and resources.

Objectives:

- Have a dedicated Marketing/Outreach Coordinator
- Community survey indicates that MCL is in the top 3 places they would start if they needed help/resources
- Increase the presence of our resources in our wider community
- Meeting with more potential partners to increase understanding of what the library can offer the community



Goal 3: Reach new audiences through exploring untested, creative partnerships.

Objectives:

- Try out five (5) new partnerships in our community with organizations we’ve not worked with previously
- New cardholders will say they found the library through another organization/event they were part of
- Survey respondents will say they are new library users and were surprised to find a place for themselves at MCL

Focus Area 2: Community Integration

We will strive to become more enmeshed into the life of our community outside the library's walls.

Goal 1: Provide the community a good return on their investment through powerful outreach services.

Objectives:

- Increased use of library services each year
- Increased card registrations via outreach (events, on-location visits, etc.)
- Library yard signs and/or car magnets will be observed in the community by library staff
- Community Survey will indicate that residents feel the community is enriched by the services provided by the library
- School leadership will report value-added through library partnership

Goal 2: Remove barriers by meeting potential users where they are.

Objectives:

- Offer library programs at other locations off library property per year
- Bring back the bookmobile
- Library services or programs will be utilized by people who previously felt unable to access them

Goal 3: Increase understanding of the value of the library and our place in this community.

Objectives:

- Community survey respondents will be able to identify specific ways in which the library increases the value of our community
- The library will be asked to be part of at least one decision-making body in the community (gain seats at important tables)
- During annual reviews, staff will report increased morale
- Library Board and staff represent the library in various ways and afterward report feeling more engaged



Focus Area 3: Expand our Physical Space

We will utilize our resources to expand our space to meet the needs of the community.

Goal 1: Work toward opening our new building, with a focus on being future-ready and flexible.

Objectives:

- Begin making plans for the new space; contract with an architect and share renderings
- Increase electrical outlets compared to our current building
- When plans are shared with the staff, they will agree that the library is creating a building that meets modern needs and has fully thought through future flexibility for realities that don't even exist yet
- Funding secured
- Create a community buy-in campaign to raise awareness and excitement

Goal 2: Create a plan for expanded service offerings in our new space.

Objectives:

- Create an intentional, written implementation plan for expanding our offerings once the space is available
- Plan will take into account our goals for our new building (which include increased daily library attendance; more programs offered on site than before the new building was open; increased wifi usage; users reporting being able to access what they came for; and staff reporting that they are able to accommodate more requests and meet more needs than before)
- When plans are shared with the community, survey respondents will say they plan to use the new space and see a place for themselves there



Focus Area 4: Create New and Dynamic Services

We will develop programming and services that will surprise and delight users and inspire new participation.

Goal 1: Look for ways to grow inclusivity and help new library users feel welcome.

Objectives:

- Survey respondents will report that the library staff goes above and beyond and that the library feels welcoming, offering “a place for me”
- Community survey respondents will agree that there is at least one program or service that would benefit them or their family
- Increased program attendance each year
- Offer at least one new cultural awareness/diversity program per year

Goal 2: View our work through a lens of innovation to create services that inspire and empower.

Objectives:

- Library staff will report feeling empowered to think creatively and try new things
- Survey respondents will be able to identify at least three services the library offers beyond print resources and printing
- Library users will be able to finish the sentence, “I was surprised by...”

Goal 3: Support lifelong learning and enjoyment.

Objectives:

- Increased variety of age groups will be utilizing our space, programs, and services **or** Increased library usage by every age category
- Use of eServices will increase
- Program attendees will identify library programming as “fun,” “educational,” or both
- Community survey respondents will identify the library as one of their top 3 sources of local entertainment opportunities

