

Orion Township Public Library Strategic Plan for 2018-2020

The Orion Township Public Library's (OTPL) strategic planning process for years 2018 – 2020 began in March 2017, under the guidance of OTPL's director and library board members. Library consultants Rob Cullin and Kimberly Bolan of Kimberly Bolan and Associates, LLC facilitated the process.

The Process

The Library's strategic planning process included the following key areas.

- 1) **Gathering stakeholder input and data**, which involved showing OTPL staff and board and Orion residents the possibilities for their library as it moves into years 2018 through 2020. All stakeholder input was gathered by the consultants through focus groups, community forums and an online survey. In addition, the consultants provided OTPL with benchmark, demographic, and collection analysis.
- 2) **Developing solutions** by compiling all gathered data and input and working with OTPL's strategic planning team during a Strategic Retreat held on June 3, 2017. During this Retreat, the consultants worked with the team to establish key strategic areas, specific goals, and related investments required to implement the goals. The results of this Retreat are the contents of this document.
- 3) **Providing a path to results** by developing a plan that OTPL staff and the board of trustees can live, breathe, and readily implement on a day-to-day basis.

In total, eight (8) stakeholder sessions were conducted between May 2 and 3, 2017. Stakeholder sessions included the general public, community leaders, senior citizens, staff members, and the board of trustees. Participants included frequent library users and infrequent / non-users and ranged in ages and backgrounds. Overall, 62 residents participated in the discussions. In addition to the stakeholder sessions, an online survey was conducted May 2 – 21, 2017. 617 surveys were completed. Survey participants included a mix of library users (86%) and infrequent and non-users (14%). Survey takers ranged from 12 to over 76+ years of age; 18.8% being 56 years of age or older, 64.5% being between 26 and 55 years of age, and 16.3% being between 12 and 25 years of age.

What We Heard

The community focus groups and online survey explored several topics including customer service, youth services, adult and senior services, programming, outreach, technology and digital services, creativity services and spaces, the website and mobile access, meeting space, collections and resources, marketing, facilities, and overall 21st century public library trends. Detailed summaries of all stakeholder feedback and online survey results were provided in separate documents to OTPL's leadership and at the Strategic Retreat. All stakeholder input, data analysis, and follow-up exploration work led to the strategic focuses, goals, and investments outlined on page 2 of this document.

Evaluation & Collaboration

With the goal of achieving all outlined goals over the next three years, OTPL administration, staff, and board of trustees will regularly evaluate their progress and achievements. Objectives set forth in this plan will be accomplished as outlined and will be reviewed on a monthly basis at library board meetings. This process emphasizes that the resulting plan will be iterative and evolve over the next several years. A strategy screen and work plan will be created by the director in order to best carry out and assess the plan.

The keys to Orion Township Public Library's implementation, evaluation and, ultimately, the success of its strategic plan will be:

- A thorough understanding of the plan as well as active involvement in implementing the plan by staff and the board of trustees
- Frequent and ongoing communication between administration and staff
- Frequent and ongoing communication between OTPL's staff and its community
- Active collaboration between OTPL's board of trustees, administration, staff, outside organizations, and the community



Orion Township Public Library

Strategic Plan for 2018-2020



Our Mission: To serve and engage a thriving community of lifelong learners
Our Vision: To be known for more than books

Strategic Focus	Goal	Investments
Exceptional Resources	To develop unique offerings for the Orion community	<ul style="list-style-type: none"> • Continue to expand and deploy new creative technologies in demand by the community • Offer distinctive and well-attended programming <ul style="list-style-type: none"> ○ Focus on quality verses quantity of programs • Increase departmental coordination and cooperation • Further experiment with new types of collections and services • Increase staff training on new technologies and services • Explore sponsorships and grants for key offerings and programs
Community Awareness	To expand awareness of OTPL and its services	<ul style="list-style-type: none"> • Look to lead interagency coordination and cooperation in the Orion community • Deploy adequate resources to actively engage the community inside and outside of the building • Explore new approaches to marketing, including more targeted approaches and social media advertising • Integrate fundraising into the core of library marketing to create active donors
Customer Satisfaction	To deliver higher levels of customer satisfaction	<ul style="list-style-type: none"> • Focus on customer-friendly approaches to service delivery and policies • Train and develop staff to deliver the highest levels of service and satisfaction • Evaluate library resources and collect customer feedback
Easy & Convenient Library Access	To increase library visits and use	<ul style="list-style-type: none"> • Complete facilities improvements <ul style="list-style-type: none"> ○ Revamp large meeting room ○ Outdoor space ○ Parking lot & materials drop boxes ○ Explore donors/sponsorships for upgrades • Evaluate shifts / changes in library hours • Make access to new technologies as easy and convenient as possible.

Orion Township Public Library believes in....

- ✓ Access to information for all
- ✓ Respect for all
- ✓ Quality customer service
- ✓ Being progressive
- ✓ Strong community partnerships
- ✓ Friendly and knowledgeable staff
- ✓ Being an engaging and fun place to learn
- ✓ Open-mindedness
- ✓ Adaptability
- ✓ Being a safe place