OTPL Strategic Plan 2023

Our Mission
To serve and engage a thriving community of lifelong learners.

Our Vision
Connecting the community through information, technology, and partnerships.

Community Awareness
Goal: To increase library visits and use

Exceptional Resources
Goal: To connect users to services, resources, and technologies that are relevant and accessible

Diversity, Equity, Inclusion, and Accessibility
Goal: Increase resources, representation, and access for a variety of demographics in the community

Library Space
Goal: Develop library spaces that meet changing community needs

User Experience
Goal: To deliver the highest levels of customer satisfaction

Orion Township Public Library believes in...
- Access to information
- Inclusivity
- Being forward-thinking and creative
- Strong community partnerships
- Friendly and knowledgeable staff
- Being a safe, engaging, and fun place to learn
- Sustainability
<table>
<thead>
<tr>
<th>Strategic Focus</th>
<th>Goal</th>
<th>Investments</th>
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<tbody>
<tr>
<td>Community Awareness</td>
<td>To increase library visits and use</td>
<td>Build meaningful community partnerships&lt;br&gt;Use outreach to increase presence in the community&lt;br&gt;Develop a new comprehensive marketing plan&lt;br&gt;Find innovative ways to reach the community&lt;br&gt;Integrate fundraising into the core of library marketing to create active donors</td>
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<tr>
<td>Diversity, Equity, Inclusion, and Accessibility</td>
<td>Increase resources, representation, and access for a variety of demographics in the community</td>
<td>Develop a system for consistently maintaining a more diverse collection&lt;br&gt;Create an environment that purposefully engages underrepresented communities&lt;br&gt;Provide an environment that is ADA friendly and accessible for all users&lt;br&gt;Remove barriers to provide equitable access to materials&lt;br&gt;Evaluate furniture for comfort and ease of use</td>
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<tr>
<td>Exceptional Resources</td>
<td>To connect users to services, resources, and technologies that are relevant and accessible</td>
<td>Deploy new technologies to meet community needs&lt;br&gt;Provide quality programs that inform and delight the community&lt;br&gt;Add new types of collections and services&lt;br&gt;Increase staff training on new technologies and services&lt;br&gt;Explore sponsorships and grants for key offerings and programs&lt;br&gt;Promote and refine Makerspace services</td>
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<tr>
<td>Library Space</td>
<td>Develop library spaces that meet changing community needs</td>
<td>Maintain a healthy environment for users and staff&lt;br&gt;Create flexible library spaces both indoors and outdoors to meet user needs&lt;br&gt;Continue facilities improvements&lt;br&gt;Explore donors/sponsorships for upgrades&lt;br&gt;Make access to new technologies as easy and convenient as possible&lt;br&gt;Improve signage and wayfinding&lt;br&gt;Explore new automated remote service models&lt;br&gt;Invest in a more sustainable workplace</td>
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<td>User Experience</td>
<td>To deliver the highest levels of customer satisfaction</td>
<td>Focus on customer-friendly approaches to service delivery and policies&lt;br&gt;Develop and maintain a well-trained staff&lt;br&gt;Evaluate library resources and collect customer feedback&lt;br&gt;Seek new ways to collect customer feedback&lt;br&gt;Increase departmental coordination and cooperation</td>
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