THE LIBRARY OF ORION TOWNSHIP

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

Diversity, Equity, Inclusion, and Accessibility

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

Exceptional Resources

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

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

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