



STRATEGIC PLAN: 2020-22

Petoskey District Library

Abstract

Process by which the library staff arrived at their action plan to continue strengthening the library's role in the community.

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Executive Summary

A strategic planning process is an important part of library service. The planning process focuses library stakeholders on the role of the library. The many different types of stakeholders have time to give feedback and input on how to better library services. The work of the plan produces feedback from many people in the community, users and nonusers, elderly and young. We go through this lengthy process, eight months, to hear from the community on ways to strengthen our foundation so we are able to grow in the future.

We used the whole process to help identify programming and service weaknesses.

Our process included many different parts and pieces. We began in April 2019 by hiring a consultant to facilitate the focus groups. The staff felt this would be best for our community, to have a completely neutral party gathering the information. This Consultant also created a survey for us to use at the end of the process. We then gathered names for focus groups and sent out invitations via email. We also sent many electronic invitations as well via Facebook and our electronic newsletter. We hosted eight focus groups teens, parents, educators, general adult, community leaders, staff, Board, Friends.

At the end of April, the director facilitated a values exercise with the staff, to come up with the five core values of the library. A SOAR (strengths, opportunities, aspirations, results) exercise was also conducted with the staff. In May the Board of Trustees approved the Values Statements. Focus groups were confirmed and the eight sessions were held the end of May. A survey was sent out via all our electronic methods as well as posted all over the library. We collected surveys for two weeks and ended up with 466 responses.

June and July were used to review all the data received. In July the Strategic Planning Committee worked on a new mission statement. In September there was a Board retreat to review all the data, mission statement, and values and create a Vision Statement and Strategic Priorities for the staff. The Management Team took that information and came up with action items for each priority and prioritized those items. The director then sorted and came up with a final list.

The Board of Trustees received all the information and final document at their November 2019 meeting.

A few interesting items came to light from the information gathering stage. Of the people who are challenged to get to the library, 11% say its because the hours don't meet their needs and 26% state the lack of convenient parking is a problem. Of those respondents that stated they are not regular users, 14% said it's because of lack of convenient parking and 8% say hours are not sufficient. Many respondents approve of what we offer. When asked if they agreed that we should be involved in services a large percentage did agree: youth services - 80%; youth education - 67%; life long learning - 55%; Tech Education - 55%; and culture/leisure - 53%.

Final Statements

Mission Statement:

- The mission of the Petoskey District Library is to nurture knowledge, drive discovery, and connect community.

Vision Statement

- Our library supports and enhances the lives of the greater community with extraordinary services and exceptional resources, becoming the place for answers, enrichment, and community.

Core Values:

- Welcoming - The Petoskey District Library strives to be an inclusive and safe environment where all patrons are treated equitably with kindness and empathy.
- Dedicated - The staff of the Petoskey District Library are reliable and knowledgeable and ready to provide answers.
- Community - The Petoskey District Library provides a clean, comfortable, and safe space for all and strives to be an integral part of the greater Petoskey area.
- Discovery - The Petoskey District Library is a place to explore, have questions answered, find new joys, and continue life-long learning through books and programs.
- Resources - The Petoskey District Library provides materials in a variety of formats for reading, learning, and entertainment.

Strategic Priorities

- A. Identify gaps in and strengthen services
- B. Identify gaps in and strengthen resources
- C. Explore and develop partnerships
- D. Grow Literacy
- E. Strengthen and broaden communication and marketing

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What	Who	Date complete	Notes/Follow Up?
COMMUNICATION & MARKETING			
Work with a consultant to re-brand the library, including a new logo, branding standards, and updated website	VM/SB		
Create a year-long marketing plan to educate the community as to our services	VM/SB		
LITERACY			
Investigate ways to help families build champion readers in their homes: board games to check out as a possibility	MG		
Continue Growing Readers Together and work towards expansion into other communities – including Tutoring and Family Literacy Nights.	VM		
PARTNERSHIPS			
Continue partnership with CRA and others to provide GED Assistance	LS		
Investigate a restaurant/brewery partnership	SB		
Continue partnerships with the Growing Readers Together Project.	VM		
Continue working with the Chamber on better utilizing space at the Carnegie	VM		
Increase Life Long Learning opportunities: Current Events Discussions; Civics; Self Improvement; Birding; Life Skills; Personal Security	SB		
RESOURCES			
Thoroughly analyze collection usage	CD Team		
Continue improving the Library of Things	MB		
Investigate ways to create a more browsable	MB		
Continue to work with the Up North Digital Consortium on improving wait times for digital books	VM		
Continue supporting ALA advocacy efforts with the eBook industry	VM		

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What	Who	Date complete	Notes/FollowUp?
SERVICES			
Develop a flow for answering patron questions to best meet their needs, researching the possibility of dual monitors at desks and realigning adult reference desk	JH/VM/ MB/MSP		
Increase programming for youth: ideas – Music and Movement Class; more craft classes;	MG		
Plan a community program on EDI	SB		
Create a consistent Staff Picks display area	Staff		
Plan for a year of staff training, incorporating Equity, Diversity and Inclusion (EDI)	VM		
Research and if feasible, set a plan for drive up holds pickup	VM/JH		
Investigate and plan for a tween space, including a LEGO Wall	VM/MG		

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What	Who	Date complete	Notes/Follow Up?
COMMUNICATIONS & MARKETING			
Working within the guidelines of the new signage plan, enhance the signage in the non-fiction areas	MB		
Continue implementation of the Marketing Plan – including regular advertisements: theaters, papers, and other spaces	SB		
Create a signage plan for patrons to more easily navigate the building	VM		
LITERACY			
Research the community need for Adult Literacy Programs and implement if needed	MB/SB		
Create a partnership to provide programming for early literacy caregivers	MG		
PARTNERSHIPS			
Investigate the possibility of creating a partnership to provide career support in the library – job application assistance and resume writing	MB		
Work with the Presbyterian Church on leasing a parking lot	VM		
Investigate the possibility of beginning Story Theater – LTCT	VM/MG		
Investigate the possibility of art classes at the library - CTAC	VM/MG		
RESOURCES			
Investigate the ability to provide more digital devices for checkout	MB/MSP		
Investigate the current Benchmark for collection expenditures / capita & meet that benchmark	VM		
SERVICES			
Investigate the need for Homebound delivery and create a plan to deliver – possibly partner with Meals on Wheels	JH		
Research partnering where there are waiting lines/rooms to provide devices for RB Digital and Events	JH/MSP		

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What	Who	Date complete	Notes/Follow Up?
Research and develop sensory story times – Autism & Dementia	MG/SB		
Investigate the ability to check out streaming services for the public	MSP		
Partner with the Chamber or DMB on an annual shoulder season program or event.	SB		
Investigate and create a plan for increasing outreach	SB		
Research having one long day of operation and plan for in budget	VM		
Investigate the need for and if positive, plan for momma pod/phone booth	VM		

What	Who	Date complete	Notes/Follow Up?
COMMUNICATIONS & MARKETING			
Cost Benefit Analysis of sending newsletters home with schools kids	SB		
PARTNERSHIPS			
Investigate Popup Libraries in local businesses	JH		
Investigate how to provide paper pantry for patrons.	JH		
Investigate the possibility of bringing back the Welcome Wagon	JH		
Investigate partnerships with area hotels & agencies on providing a tablet for RB Digital and Events	JH		
Research possible partnerships for more socializing events: new residents; get to know your neighbors	SB		
RESOURCES			
Investigate and plan for a genealogy collection	MB		
SERVICES			
Investigate increasing the depth and breadth of technology classes offered, looking at Apple options.	MSP		
Add programs for all ages: Financial Literacy Classes (how to do taxes online); or New Mom's Class – How to raise a reader.	SB/MG		
Investigate emerging ways for the library to be more accessible and found – eg: podcasts	Staff		
Analyze use of outdoor space and update grounds – possibly adding bench/power in front – including utilization of labyrinth	VM		