



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%; lifelong 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