



Petoskey District Library

**STRATEGIC PLAN
2013-2018**

BACKGROUND

The Library Board hired Hartzell-Mika Consulting, LLC, to engage in a strategic planning process between April and July, 2013. The process included a survey, three focus groups (at Resort Township Hall, Bear Creek Township Hall and City of Petoskey City Hall), phone interviews with five residents and two community planning sessions. On July 10, 2013, the consultants presented a Final Report summarizing the activities and containing an “Executive Summary of Recommendations.”

At their July meeting the Board adopted the Vision Statement, Mission Statement, and Core Values of the Library as recommended by the community planning session attendees:

Vision Statement: The World is Only a Visit Away

Mission Statement: The Petoskey District Library is our pathway to a world of ideas, events, information and to the joy of reading.

Core Values:

Early Childhood Literacy

Lifelong Learning

Public Internet Access

Community Center

Reading, Viewing and Listening for Pleasure

Educational Support

Information Services

The Library Board evaluated and discussed the Executive Summary of Recommendations at their July and August meetings. At their September meeting the Board adopted a two-tier set of goals for the Library. The first tier includes goals for the next three years. The second tier are goals that can be accomplished as the Library’s funding increases.

TIER ONE GOALS

The Petoskey District Library will:

- 1. Pursue millage support from additional municipalities**
 - a. Action: By January 1, 2016, the Library will end the practice of issuing purchased cards to residents of those municipalities who are not participating either contractually or as full district partners with the Library. This decision will be announced January 1, 2014. Fee based cards will still be issued to residents of the Library's service area who do not qualify as residents.
 - b. Action: When municipalities agree to put a millage for library support on the ballot, the Library Board will establish what enhancements to library service the increased funds will enable the Library to offer. Some of these enhancements should be of direct benefit to municipalities that are some distance away from the main Library building.
- 2. Make staff development and continuing education a priority**

Action: Funding for staff development and continuing education will be a budget priority. For example, the staff may request to attend national, state, or regional conferences, sign up for workshops and submit college courses that pertain to job duties for reimbursement.
- 3. Increase the materials budget by at least one percent each year until 12 percent of the Library's operating budget is devoted to Library materials**

Action: The Director will calculate the percentage of the budget set aside for materials during the annual budget process and will report this percentage to the Board.

TIER TWO GOALS

As additional funding allows the Petoskey District Library will:

- 1. Increase hours from 47 hours to 51 hours of service per week**

Action: Hours of operation will be
Monday through Thursday 10am to 7pm (32 hours)
Friday and Saturday 10am to 5pm (14 hours)
Sunday 12pm to 5pm (5 hours)
- 2. Add additional Staff**

Action: Increase staff by three FTE

Library Board Members

Dale Hull, President

Christine Gebhard, Vice President

John C. Smith, Secretary

Susanne Fantini, Treasurer

Ann Ingles, Member at Large

Library Director

Karen Sherrard

RECOMMENDATIONS OF THE COMMUNITY PLANNING PARTICIPANTS

Building: Create a safe, accessible, inviting, comfortable and efficient Library

Collaboration: Develop collaborative community outreach programs

Collections: Maintain, manage and expand a diversified, inclusive collection

Community Center: Develop and communicate opportunities to use the library as a gathering place for community events

Funding: Increase avenues and opportunities for long-term funding to fulfill the library's mission

Patrons: Increase intergenerational use of the Library

Programming: Provide relevant and effective programming to meet community needs

Staffing: Attract and retain a professional staff adequate in size to meet the goals of the Library

Technology: Remain current in technology acquisition and training

The Library Board and staff would like to extend heartfelt thanks to those who spent two summer Saturdays helping prepare the Library for the future.

Community Planning Session Participants

Les Atchison
Anne Chaffee
Dick Clark
Nancy Dwan
Becky Goodman
Christine Hammond
Tom Johnson
David Jones
Dale Lewis
Mary McCormack
Norm Nasson
Jay O'Neil
Mary Sue Pranter
Dan Rally
Jay Scheer
Noreen Tarquini
Ralph Tramontini
Rick Wiles
Mary Jane Zako

Adopted: December 9, 2013

Appendices

Survey
Summary of Focus Groups
Key Leader Interviews