

BLOOMFIELD TOWNSHIP PUBLIC LIBRARY

2023
-
2028



STRATEGIC PLAN



Planning Process

WHY

Bloomfield Township Public Library is a pillar of the community. Patrons love the Library's facility, collections, and customer service. To meet the emerging needs of its patrons, the Library has undergone a strategic planning process to align its resources with the priorities of the community. By implementing a new strategic plan, the Library will be able to focus resources on delivering programs, outreach, and collections for meaningful community connection while expanding innovative services for the community.

HOW

The Library initiated a strategic planning process in the summer of 2022. Fast Forward Libraries LLC was engaged in July to facilitate the planning process in three phases: Learn, Dream, Do. The Learn phase entailed a community survey completed by 514 members of the community, five community focus groups, 11 interviews, and a Board and staff survey. In the Dream phase, the Leadership Team and Trustees discussed possible future pathways for the library. This strategic plan will guide the Bloomfield Township Public Library through the Do phase, as the Library executes its vision for the future.

Planning Team

- Katherine Bryant, Assistant Director
- Lauren Catoni-Ellis, Assistant Department Head of Youth Services
- Dani Gillman, Library Trustee
- Joan Luksik, Library Trustee
- Tera Moon, Library Director
- Ed Niemchak, Adult Services Librarian
- Anna Pelepchuk, Department Head of Circulation
- Florence Schenk, Technical Services Clerk

Library Board

- Keith Carduner
- Dani Gillman
- Judy Lindstrom
- Joan Lusik
- Joy Murray
- Shane Spradlin



Process Timeline

July 2022 - December 2022

The planning team spent a several months learning about community needs and developing strategies to advance the library's mission over the next three fiscal years.

July

Planning Team Kick Off

August

Community survey; Staff and Board survey

September

Focus groups and interviews; Learning Report; Leadership Team and Board retreats

October

Plan development

November

Plan review and presentation to Board

December

Transition to implementation

VISION

The place to discover.

MISSION

We spark curiosity and imagination by connecting the community to resources, technology, and support.



Strategic Direction 1

ENHANCE OUR CORE

...to create responsive collections, functional and comfortable spaces, and seamless digital experiences.

1.1

Anticipate and develop collections in response to community needs that inform, entertain, and expand world view.

1.2

Reimagine use of library spaces for increased inclusion and flexibility.

1.3

Offer access to innovative technology resources, support, and education, including the exploration of Artificial Intelligence (AI) applications and implications, to provide robust digital experiences at all stages of life.

Success looks like...

- Increased patron awareness of and satisfaction with collections.
- Improved usage of spaces to meet patron and community needs.
- Expanded availability and usage of technology and digital resources.

Strategic Direction 2

CONNECT THE COMMUNITY

...with each other, with opportunities to be creative, and with new experiences.

2.1

Bring people together around diverse interests and thought-provoking topics.

2.2

Expand opportunities for people and groups to create and explore.

2.3

Deepen engagement with all community members by proactively listening to and learning about needs.

Success looks like...

- Patrons participate in program topic selection and programs better represent diverse patron backgrounds.
- Increased awareness and circulation of non-traditional collections.
- The library is known as a place to create and experience new things.
- Community outreach and partnerships increase awareness and bring new patrons to the library.

Strategic Direction 3

BUILD ORGANIZATIONAL CAPACITY

...for strong operations, satisfying employment, and a collaborative culture.

3.1

Practice learning organization principles.

3.2

Update recruiting, hiring, on-boarding, and retention practices using a diversity, equity, and inclusion lens.

3.3

Cultivate a collaborative culture by focusing how we work together.

Success looks like...

- Staff training and Board learning opportunities increase confidence and better utilize individual and team strengths.
- Transparency and equity are evident in hiring and internal policies.
- Staff and Board create and use guiding principles to increase collaboration.
- Staff and Board feedback is used in decision-making.

Next Steps

IMPLEMENTATION AND EVALUATION

After this plan is adopted by the Board, an activity plan will be completed and implemented by staff. Implementation is a continual process. The timing of certain activities will be determined by priority and influenced by various factors, such as funding and staffing. Review and adjustment of the activity plan will happen on a regular basis.

Evaluation of the plan will be ongoing once the plan implementation is underway. Measurements for each goal will vary, and some activities will be best evaluated by things like circulation and cardholder statistics, while others may be evaluated by collecting data through patron surveys at regular intervals. Continued reporting of successes and challenges will ensure that the Library is transparent about progress and open to patron and staff feedback.

Bloomfield Township Public Library commits to a comprehensive review and update of this plan at its completion. This plan will move the Library significantly forward by guiding next steps on plans for core services, diverse community connections, and collaborative culture. This plan is an investment in the future of the Library and its community.