

Learn & Discover						Year 2 - 2025	
Goal	Output	Description	Outcome	Role Responsibility	Began	Completed	
Otter Brainstorm Team 1				Team Lead	Mar-24	Jun-24	
Recurring/Series Programs							
Goal 1: Expand and diversify educational programs catering to various age groups/interests to foster personal growth and skill development within the community.	Monthly Grief Support Group	Support group for grieving adults.	Personal Growth and Community Support	Public Services Manager	Mar-25	Dec-24	
	03/2025 Update: The first session of the monthly grief support group was held in December with one attendee. This program is held the first Wednesday of each month from 4-5 PM. January: 4 people, February: 1 person, March: 2 people						
	Quarterly Neurodivergent Program	Neurodivergent patrons of all ages and their caregivers are invited to sessions of games/crafts/movies/ice breakers providing social hours to offer support and resources.	Personal Growth and Community Support	Public Services Manager	Nov-24	Mar-25	
	03/2025 Update: This program is held on a Saturday from 10:30 -11:30 am. The first session was canceled due to no registration. Held again on March 15, three people registered and 7 people attended. Another is scheduled on May 10.						
	Quarterly Celebrity Story time	Local "Celebrities" attend story times to read books and discuss their occupational roles (Cook's, Fire Department)	Partnership/Local Awareness and Community Support	Public Services Manager	Nov-24	Mar-25	
	03/2025 Update: The first session was held on February 15 from 10:30 -11 am with Papa Bella's. This program is held on Saturdays. Eight families/groups were registered, and 24 people attended.						
	Programs at other venues	A book club that meets at a restaurant every month	Partnership/Local Awareness and Community Support	Public Services Manager	Nov-24	Mar-25	
	03/2025 Update: Changed the purpose of the output to remove "monthly", in order to suggest other programs that fit this objective. Book club started January 2025. This program is held on the second Tuesday of each month from 1-2:30 pm. January: 0, February: 3, March: 2						
	3 Week Teen Cooking Series	Cooking/baking program teaching teens to read recipes, understand measurements, and feel confident in the kitchen	Skill Development	Public Services Manager	Mar-25		
	03/2025 Update: Changed quantity of time offered as we are unable to fit 8 sessions into programming schedule. Scheduled for three weeks on Tuesdays from 6:30-7:30 pm. April 29 - May 13 with 3 registrants.						
One-Time Programs							
Scrabble Tournament	One-time Scrabble tournament where patrons can play timed scrabble games and switch opponents throughout the program	Diversify educational programming	Public Services Manager	Mar-25	Mar-25		
03/2025 Update: Held Saturday, March 15 from 12-2 pm . No registrations, but 2 attendees.							
Bike Repair	Local bike repair business would be invited to provide a presentation on basic bike maintenance and repair	Skill Development	Public Services Manager	Mar-25	Apr-25		
03/2025 Update: Spring-Ready Cycle Check is scheduled for April 17 from 6:30-7:30 pm. Currently, one registration.							
Otter Brainstorm Team 2				Team Lead	Aug-24	Dec-24	
Goal 1: Expand and diversify educational programs catering to various age groups/interests to foster personal growth and skill development within the community.	Silent Book Club	A communal reading initiative that encourages participants to bring their own books and engage in silent reading together in a comfortable, shared space.	This program fosters a sense of community while promoting literacy and independent reading.	Public Services Manager	Mar-25		
	03/2025 Update: Scheduled for the fourth Wednesday of each month from 6-7:30 pm. The first one is March 26 with 3 registrations.						
	Teen Gaming Program Initiative	The library will acquire a Nintendo Switch to support interactive programming designed to engage teens.	This initiative will provide opportunities for social connection, skill-building, and experiential learning through gaming, fostering digital literacy and community engagement.	Public Services Manager	Mar-25		
	03/2025 Update: First teen program scheduled with this device is March 19 from 6-7 pm. 6 people attended.						
Passive Sticker Program	A creative and interactive activity where patrons receive a set of stickers to place on a designated area based on color.	This program encourages participation, community engagement, and collaborative artwork in a low-pressure, self-guided format.	Public Services Manager	May-25	Jun-25		
6/2025 Update: Sticker mosaics installed throughout the Library for Summer Reading Program.							

Otter Brainstorm Team 3				Team Lead	Jan-25	Jun-25
Goal 1: Expand and diversify educational programs catering to various age groups/interests to foster personal growth and skill development within the community.	More Senior Programming	Expand offerings for older adults through programs like memory kits, meal planning, and end-of-life seminars. Includes exploration of partnerships with the Senior Center, Ivy Rehab, and other local organizations.	Fosters lifelong learning, health literacy, and social engagement by addressing the evolving needs of seniors in the community.	Public Services Manager and Public Service Staff		
	6/2025 Update: Alyssa will contact the Senior Center to explore collaboration. Considering one senior-focused program per					
	Program Board/Stats Overhaul	Shift programming statistics and coordination to Monday.com for streamlined reporting and newsletter integration.	Enhances consistency in tracking, reduces reporting confusion, and supports data-driven planning.	Implementation Manager	Jun-25	
6/2025 Update: Summer stats entered. Fall newsletter using new categories. Winter training planned.						
Otter Brainstorm Team 4				Team Lead	Jun-25	Oct-25

Engage & Connect Year 2 - 2025

Goal	Output	Description	Outcome	Role Responsibility	Began	Completed
Rabbit Brainstorm Team 1				Team Lead	Mar-24	Aug-24
Goal 1: Community-Centric Engagement and Partnerships: Strengthen community-centric engagement by expanding outreach to underserved populations and fostering meaningful partnerships.	Install a Little Free Library	Install a Little Free Library at the Tree Library	Increased Accessibility to Books, Promoted Literacy, Strengthened Community Partnerships, and Positive Public Perception	Library Director and Public Service Staff	Aug-24	
	03/2025 Update: The library is partnering with the high school shop class to construct a Little Free Library, fostering hands-on learning and community engagement. In collaboration with Parks & Recreation, the completed structure will be installed in the Tree Library, expanding access to books and promoting literacy in public spaces.					
	High School Students and Teachers Connection	Find connection points with students and teachers within the Middle School and High School	Improved Relationships, Increased Library Usage, Enhanced Relevance, and Collaborative Opportunities	Public Service Manager and Public Service Staff	Aug-24	
03/2025 Update: Library staff attended High School Orientation to engage with students and promote library resources. Although a request to participate in the Teacher In-Service Day was declined due to scheduling constraints, alternative outreach opportunities are being explored. These include attending National Honor Society meetings and developing a New Teacher Scavenger Hunt to introduce faculty to library services and resources.						
Goal 2: Enhancing Access and Awareness of Library Resources: Improve accessibility and awareness of library materials and services, focusing on removing barriers to usage and expanding outreach to non-user residents.	Mail New Library Cards	Patrons that sign-up for a library card online do not come in to the library to pick them up. Library will mail the library card with our Welcome Packet.	Increased Convenience, Reduced Barriers to Usage, Enhanced Outreach, and Positive User Experience	Circulation Manager and Circulation Staff	Aug-24	Sep-24
	9/2024 Update: A backlog of unclaimed library cards has been mailed, and a mailing procedure for future online library cards has been established.					
	Punch Card Publicity	Annual engagement activity that encourages return visits to the library.	Increased Library Visits, Enhanced Customer Loyalty, and an Effective Marketing Tool	Public Service Manager, Public Service Staff, and Circulation Staff	Jan-25	Feb-25
03/2025 Update: Four people submitted the card (three were family).						
	Marketing Committee	A group of staff that promote and share library services to the public	Enhanced Visibility, Improved Branding, Effective Outreach, and Increased Engagement	Library Director, Public Service Manager, Implementation Manager, and Public Service Staff	Aug-24	9/1/2024 Ongoing
12/2024 Update: The marketing committee meets monthly to discuss social media tactics, newsletter design, outreach promotional items, new resident engagement, program awareness assessment, and website updates.						
Rabbit Brainstorm Team 2				Team Lead	Aug-24	Dec-24
Goal 1: Community-Centric Engagement and Partnerships: Strengthen community-centric engagement by expanding outreach to underserved populations and fostering meaningful partnerships.	Southern Brandon Township Services Assessment Committee	A committee will be established to evaluate the need for library services in the southern part of Brandon Township.	This group will assess proposed initiatives, including Little Free Libraries and a book vending machine, to determine their feasibility and impact. The committee will conduct research and provide recommendations over a 9–12 month period.	Implementation Manager		

Rabbit Brainstorm Team 3				Team Lead	Jan-25	Jun-25
Goal 2: Enhancing Access and Awareness of Library Resources: Improve accessibility and awareness of library materials and services, focusing on removing barriers to usage and expanding outreach to non-user residents.	Eyes on Ortonville Photo Contest	A one-month photo contest inviting the community to capture and share images that highlight Ortonville's unique character. Winning entries will be chosen by public vote and local "celebrity" judges.	Builds community pride, increases library foot traffic, and strengthens local engagement by showcasing diverse perspectives.	Circulation Manager and Public Services Manager		
	6/2025 Update: Submissions open Sept–Nov. Promotion scheduled for the Fall Newsletter. Open house event planned for Nov. 18, with displays across library screens and spaces.					
	Free Play Group	A monthly drop-in program for children ages 5 and under with no formal structure, designed to encourage open play, social interaction, and family connection.	Supports early childhood development, fosters community among caregivers, and introduces new patrons to library spaces and services.	Public Services Manager		
6/2025 Update: Launch scheduled for winter. Will begin as drop-in; reassessment for registration or multiple sessions if space becomes limited.						
Rabbit Brainstorm Team 4				Team Lead	Jun-25	Oct-25

Inviting & Supportive						Year 2 - 2025	
Goal	Output	Description	Outcome	Role Responsibility	Began	Completed	
Owl Brainstorm Team 1				Team Lead	Mar-24	Aug-24	
Goal 1: Enhancing Facility Offerings: Optimize and enhance the library's physical environment to create a more welcoming and accommodating space for the community.	Accessible Restrooms	Install accessible entry on restroom doors	Compliance with ADA Standards Increased Inclusivity Enhanced User Experience Positive Public Perception	Library Director, Implementation Manager, Public Service Staff	Nov-24		
		12/2024 Update: Obtained two quotes to estimate project costs and submitted a grant application to secure funding. 03/2025 Update: Received a \$20,000 Accessibility Grant to pay for the project. Grant requires a community conversation, training, and then implementation of the project.					
	Refresh the Youth Area	Decorate the youth area in a kid friendly theme. Considerations include a mural, tumble blocks, and floor plan layout of youth toys/tables	A vibrant and engaging youth area that fosters creativity, learning, and play within the library. Enhanced Aesthetic Appeal, Stimulated Creativity, Improved Functionality, Community Engagement	Library Director and Public Services Manager	Aug-24	Jun-25	
12/2024 Update: The mural has been beautifully completed, tumble blocks have been purchased, and a dedicated playroom has been created in the former storytelling room. The Lactation Room has been relocated to the new 'Storytime/Craft' Room. The final updates for this area include consideration of kid-friendly furniture to enhance the space for young patrons. 3-2025 Update: Reading tent, five trunk stools, and puppet storage have been purchased and added. Approval for Youth Room mural is being brought to the March Board meeting.							
Children's Garden Picnic Table	The picnic table in the children's garden was causing a bit of discomfort.	Provide a more enjoyable outdoor experience for everyone. Improved Comfort, Enhanced Safety, Improved Aesthetics, and Increased Use	Library Director	Aug-24	Sep-24		
9/2024 Update: The Friends of the Library generously provided funding for the purchase of a new accessible picnic table, enhancing outdoor amenities for our patrons. The previous picnic table has been thoughtfully re-homed to Parks and Recreation, ensuring continued community use.							
Owl Brainstorm Team 2				Team Lead	Aug-24	Dec-24	
Goal 1: Enhancing Facility Offerings: Optimize and enhance the library's physical environment to create a more welcoming and accommodating space for the community.	Obtain a wheelchair	The library will acquire a wheelchair to ensure greater accessibility and inclusivity for all patrons.	Provide a welcoming and accommodating environment for individuals with mobility challenges.	Library Director and Public Services Manager	Dec-24	Feb-25	
	3/2025 Update: Wheelchair has been loaned indefinitely by the Edna Burton Senior Center						
	Ergonomic Workspace Initiative	The library will acquire standing table and portable laptop desk to provide flexible, ergonomic workspaces for patrons.	This initiative promotes comfort, accessibility, and wellness while supporting diverse learning and working preferences.	Library Director	Feb-25	Mar-25	
3/2025 Update: One table has been purchased and placed across from the circulation desk to provide a spot for patrons to fill out library card applications. One portable laptop desk has been purchased and is located in the adult services department.							

	Visual Engagement Initiative	The library will place kites in the tower to create a vibrant and dynamic visual display.	This initiative enhances the library's atmosphere, sparks curiosity, and adds a creative element to the space.	Library Director, Administrative Assistant, Circulation Staff Member	Feb-25		
3/2025 Update: Kites have been purchased and working on installation logistics. 6/2025 Update: We switched it up to paper lanterns and installed them on June 8.							
Goal 2: Improving Service Offerings: Enhance and diversify the library's service offerings to provide comprehensive and accessible resources that cater to the community's varied needs.	Move the Talking Book Display	The library will relocate the Talking Book display to improve visibility and accessibility for patrons.	This initiative ensures better engagement with accessible reading materials and enhances user experience.	Owl Team 2	Jan-25	Jan-25	
	3/2025 Update: Display moved from puzzle storage endcap in the adult services area to table top of the public computers near the fiction section. Also contacted the agency and received updated advertising material.						
	Sensory Kits for both Public Service Desks	The library will provide sensory kits at both Public Service Desks to support patrons with sensory needs.	This initiative promotes inclusivity by offering tools for comfort, focus, and accessibility in the library environment.	Library Director and Public Services Manager	Feb-25		
3/2025 Update: Working with KultureCity (a nonprofit organization which trains staff at venues and then certifies venues which have sensory inclusive modifications) to obtain training, certification, and sensory bags.							
Owl Brainstorm Team 3				Team Lead	Jan-25	Jun-25	
Goal 1: Enhancing Facility Offerings: Optimize and enhance the library's physical environment to create a more welcoming and accommodating space for the community.	Children's Garden Signage	Signage will be added to identify the Children's Garden and improve visibility in the Youth area.	Enhances visibility, supports wayfinding, and promotes a sense of space and ownership.	Implementation Manager			
	6/2025 Update: PVC lettering and a hanging ceiling sign will be installed. Signarama has been contacted for a quote.						
	Bench at Building Entrance	Install a bench near the front entrance to improve accessibility and comfort.	Increases comfort for patrons waiting or resting, while supporting ADA accessibility goals.	Library Director			
	6/2025 Update: Staff are evaluating installation under the portico and signage relocation options.						
	Heat Management: Vents in Ceilings, UV Tinting to Windows	Improve thermal comfort by upgrading vents and applying UV tinting to problem areas.	Enhances patron and staff comfort, reduces energy use, and addresses long-standing temperature concerns.	Administrative Assistant			
6/2025 Update: Proceeding with tinting Director's office and meeting room; vent system under review.							
	New Wall in Youth	Replace window with a wall in the Youth area for more book display space and improve safety.	Increases safety and improves overall user experience.	Administrative Assistant			
6/2025 Update: Proposal to be presented and approved at May Library Board Meeting. Wall has been installed.							
Owl Brainstorm Team 4				Team Lead	Jun-25	Oct-25	

Organizational Excellence						
						Year 2 - 2025
Goal	Output	Description	Outcome	Role Responsibility	Began	Completed
Goal 2: Enhancing Staff Communication and Engagement: Improve communication, trust, and role clarity within the organization to ensure effective information sharing and a cohesive work environment.	Enhance staff communication and engagement	Staff have been placed into four interdepartmental brainstorming teams for completing Strategic Plan Goals. A new team is selected every six months, rotating staff to work on each goal. Teams have roles in which they get to experience different leadership roles.	Ensure effective information sharing and a cohesive work environment	Library Director, Implementation Manager	Jan-24	Jan-26
		3/2025 Update: In 2024, every staff member has participated on two strategic teams, with two additional teams remaining in the rotation for 2025. A total of 29 initiatives have been proposed, of which 15 have been completed. Staff feedback indicates that the Learn and Discover strategic initiative may be redundant, as programming is already a core function of the library. Overall, staff remain actively engaged in the process, particularly appreciating the timely implementation of initiatives. However, concerns have been raised regarding the lack of evaluation metrics to track the progress and impact of initiatives. Additionally, many of the suggestions to date have focused primarily on tangible outcomes, highlighting the need for broader strategic balance.				

Turtle Brainstorm Team 1				Team Lead	Mar-24	Jun-24
Goal 1: Staff Development and Empowerment: Empower staff to excel in their roles and contribute to organizational success.	Professional Development	Change professional development requirements from 12 hours a year to at least four “sessions” a year: one assigned by the director, one assigned by their manager, one they choose, and the Staff In-Service.	Become a better educated more <u>engaged</u> staff. Less about quantity of hours taken and more concerned with the quality of the professional development.	Management	Aug-24	Jan-25
		3/2025 Update: Online form and procedure was provided to staff in January of 2025. Professional Development assignments have started.				
Turtle Brainstorm Team 2				Team Lead	Aug-24	Dec-24
Goal 1: Staff Development and Empowerment: Empower staff to excel in their roles and contribute to organizational success.	Paid Lunches	Employees working six to eight hours per day are entitled to one (1) paid, off-duty 30-minute meal break.	To support staff development and empowerment, paid lunches have been introduced, fostering a positive work environment, boosting employee morale, encouraging team collaboration, and promoting overall well-being	Library Director, Management	Dec-24	Dec-24
		12/2024 Update: An updated schedule policy that included the addition of paid lunches, was approved by the library board in November and implemented in the following pay period.				
Goal 2: Enhancing Staff Communication and Engagement: Improve communication, trust, and role clarity within the organization to ensure effective information sharing and a cohesive work environment.	Bites with the Board	A library-hosted event held three times a year, providing an opportunity for board members and employees to connect over snacks in a casual and collaborative setting.	Facilitates open dialogue between board members and staff, encouraging effective communication and idea sharing	Library Director, Management	Nov-24	Jan-25
		3/2025 Update: The first Bites with the Board was held January 8 with two Board Members and three staff. May 8 and September 12 are the next scheduled sessions.				
Goal 3: Strengthening Community Engagement & Social Responsibility: Foster a proactive role in meeting community needs and promoting social responsibility, positioning the library as an active and supportive entity within the community.	BTPL Spirit Week	BTPL Spirit Week, held twice a year, features five days of themed activities designed to celebrate creativity and fun. Staff compete for a giftcard, while patrons are invited to join in the excitement and participate in the festivities.	BTPL Spirit Week fosters community participation, strengthens connections, highlights the library's role as a vibrant hub, and promotes positive interactions between staff and patrons while showcasing the library's commitment to social responsibility.	Public Services Manager	Sep-24	Dec-24
		12/2024 Update: The first spirit week is scheduled for December 16-20, 2024. 3/2025 Update: Staff enjoyed dressing up for the week and patrons picked up on it by the end of the week. Staff is looking forward to trying it again during Summer Reading.				
Turtle Brainstorm Team 3				Team Lead	Jan-25	Jun-25
Goal 2: Enhancing Staff Communication and Engagement: Improve communication, trust, and role clarity within the organization to ensure effective information sharing and a cohesive work environment.	Board Reports	Improve staff understanding of board activity by encouraging transparency and shared access to documents such as board packets and meeting minutes.	Supports informed staff decision-making and strengthens organizational transparency and trust.	Administrative Assistant and Library Director		
	Closing Policy	Clarify staff responsibilities and expectations for managing patrons who remain in the library after closing, particularly minors or adults lingering post-program.	Enhances safety, reduces staff uncertainty, and ensures consistent enforcement of policies across shifts.	Administrative Assistant and Library Director		
Goal 3: Strengthening Community Engagement & Social Responsibility: Foster a proactive role in meeting community needs and promoting social responsibility, positioning the library as an active and supportive entity within the community.	Balancing Outreach	Explore opportunities to expand outreach to senior populations through new partnerships and professional development, including participation in TLN's Outreach Group.	Builds equitable access to library services by identifying and addressing service gaps for older adults beyond existing partners.	Public Service Staff		
Goal 1: Staff Development and Empowerment: Empower staff to excel in their roles and contribute to organizational success.	Library Closed for Additional Holiday	Evaluate the possibility of adding closures for federal holidays not currently observed, such as Martin Luther King Jr. Day, Presidents' Day, Juneteenth, and Veterans Day.	Supports staff well-being, aligns public expectations with service hours, and promotes equity in holiday recognition.	Administrative Assistant and Library Director		
		6/2025 Update: Reviewing door count and phone traffic data for proposed holidays. Clarifying current PTO policy and will revisit closure discussions after data analysis.				
Turtle Brainstorm Team 4				Team Lead	Jun-25	Oct-25