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# Strategic Plan

## 2024-2026

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## Introduction & Context

Nestled in the heart of Brandon Charter Township, near the quaint Village of Ortonville, the Brandon Township Public Library stands as a vibrant hub for knowledge and community engagement in Oakland County, Michigan. With its 19,264-square-foot facility, this library serves a population of 15,384 residents. In 2019, before the challenges brought by the 2020 pandemic, the library proudly circulated a remarkable collection of over 122,166 items annually, providing a diverse range of literary treasures to the eager minds it serves.

Proposed to the Board for January 2024 approval, this plan outlines BTPL's strategy for the next two years. Once approved, staff will detail an action plan to support the strategy, adapting as needed. Regular progress reviews will be shared quarterly with the Board.

The planning process was collaborative and illuminating. The steadfast commitment to the community and core library services persists. Enthusiasm surrounds the prospective focus outlined in this plan, reaching into 2026. The Strategic Plan Committee gathered to delve into community feedback, aiming to bring clarity to the future landscape of services, programs, and facilities. The library is optimistic that this plan will instigate growth and transformation over the next two-plus years, propelling an even greater impact within the community.

The library conducted this strategic plan in-house using the book *Strategic Planning for Public Libraries* by Joy Fuller as a guide. A planning committee of eleven members met six times throughout the year starting in April of 2023. The planning committee played a vital role in developing the community survey, interviews, and final plan documents.

### Committee Members include:

- Sara Ault, Circulation Manager & Adult Collection Development
- Jesse Cornea, Library Associate
- Rebekah Dobski, Library Associate
- Laura Fromwiller, Library Director
- Fran Hotchkiss, Outreach Liaison Librarian
- Denise Lile-Giangrande, Library Assistant
- Shauna Quick, Implementation Manager
- Jan Rathburg, Library Board President
- Kathleen Rocheleau, Administrative Assistant
- Jay R. Taylor, Library Board Financial Officer
- Alyssa Waldie, Public Services Manager

## Planning Process and Data Highlights

In order to create a cohesive, actionable plan, the Board and staff reviewed a wide variety of existing data, conducted a Community Survey, Community Interviews, and gathered input from staff/Board through surveys, an environmental scan and SOAR analysis. Community Interviews received feedback from 220 people at five community events. Community Interviews involved library staff members verbally speaking with participants to collect feedback pertaining to the library. The Community Survey was completed by 504 community members. The survey was key for understanding current BTPL strengths, services valued by the community, and areas of focus for future growth. Feedback from all evaluations indicated the desire for BTPL to deepen community partnerships through more outreach services, add more diverse

programming, improve awareness of services, and expand access to cultural and technological opportunities. Staff and Board feedback further highlighted the need to update some aspects of the facility such as indoor lighting and space utilization.

From August through December of 2023, planning committee members reviewed process learning and narrowed strategic directions and goals. The planning sessions brought cohesion to the developing plan and allowed for the plan’s design to emerge. The Board approved continuation of the mission statement in July of 2023 and spent time refining the vision statement at a special Board meeting on September 13, 2023.

## 2024–2026 Strategic Plan Committee Timeline



### Mission/Vision

**Mission** - Engage, Educate, Enrich, Empower

**Vision** - The Brandon Township Public Library is a leader in providing resources that support robust collections, innovative programming, and services responsive to our community in a welcoming environment.

### Strategic Directions

The plan is divided into four strategic directions, each with one to three specific goals designed to steer our organization towards success within a concise two-year timeline.

1. Learn & Discover - Empower the community with lifelong learning initiatives, paving the way for enriched lives and personal development.

2. Engage & Connect - Encourage a community-centric approach, integrating library awareness to a degree that boosts and nurtures meaningful partnerships.
3. Inviting & Supportive - Provide a welcoming environment that prioritizes accessibility and community vibrancy.
4. Organizational Excellence - Benefit staff in a nurturing setting that provides essential tools and training, stimulating empowerment and role involvement.

## Goals, Activities, and Measures

The infographic below encapsulates the strategic plan, followed by in-depth elaboration on each strategic direction. This includes potential activities aligned with each goal and space to provide metrics for evaluation along the way. The library staff will formulate a detailed activity plan, acting as a practical guide for implementation. Routine updates on activities will be shared quarterly during upcoming Board meetings.

### Potential Activities & Measurement Approach

**Assessment Strategy:** Our staff will actively assess the strategic plan's progress by identifying a need (ex: identify underserved populations), understanding the needs, and formulating strategies to address them promptly.

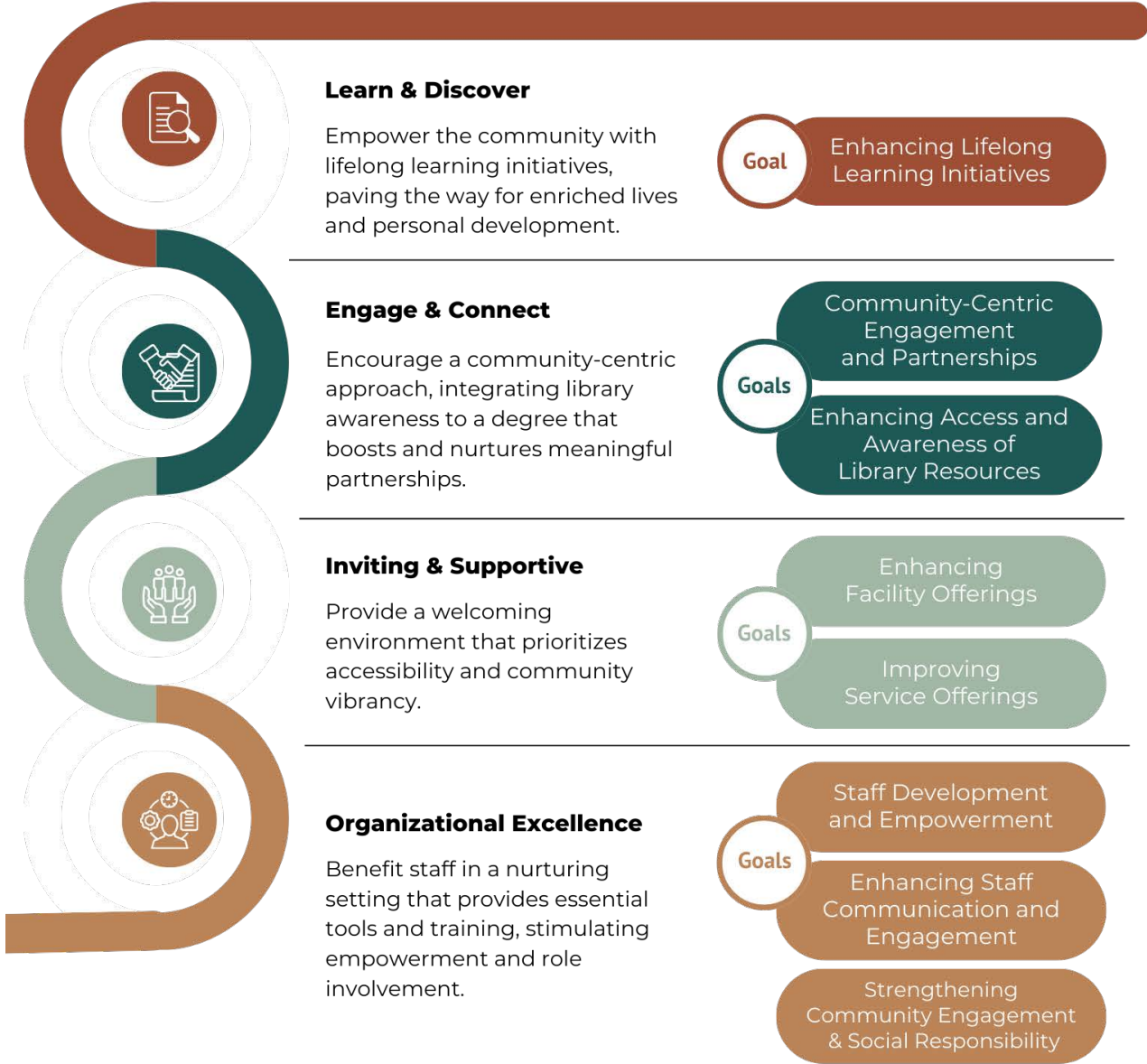
**Shift from Checklist Approach:** Unlike our previous plan, which relied on a rigid checklist approach for measuring progress, this strategy emphasizes ongoing assessment and adaptive decision-making throughout the two-year life span. Some of our goals may not be considered completed until we have worked through the two-years of the plan.

**Flexibility & Adaptability:** Recognizing the dynamic nature of our environment, we can remain agile throughout the two-year period. This adaptability will enable us to pivot if any activity becomes obsolete or if new activities/priorities emerge.

**Measures of Success:** Specific measures of success will be created for each goal by incorporating potential activities. These metrics will provide clear benchmarks and indicators of our progress towards achieving our outlined objectives.

In essence, our strategic plan is structured to drive growth and innovation within a concise timeframe, allowing us to remain responsive to changing needs and opportunities. By proactively assessing, adapting, and establishing precise measures of success, we are confident in our ability to navigate these focus areas and accomplish our goals effectively.

# STRATEGIC PLAN 2024-2026



<b>MISSION</b>	<b>ENGAGE • EDUCATE • ENRICH • EMPOWER</b>
<b>VISION</b>	<b>The Brandon Township Public Library is a leader in providing resources that support robust collections, innovative programming, and services responsive to our community in a welcoming environment.</b>

## Learn & Discover

Empower the community with lifelong learning initiatives, paving the way for enriched lives and personal development.

### Goal 1: Enhancing Lifelong Learning Initiatives

Expand and diversify educational programs catering to various age groups/ interests to foster personal growth and skill development within the community.

#### Possible Activities

- Invite community experts to facilitate specialized learning sessions (e.g., partner with the Fire Department for safety classes, or a floral shop for a craft night).

#### Measurement Metrics

## Engage and Connect

Encourage a community-centric approach, integrating library awareness to a degree that boosts and nurtures meaningful partnerships.

### Goal 1: Community-Centric Engagement and Partnerships

Strengthen community-centric engagement by expanding outreach to underserved populations and fostering meaningful partnerships.

#### Possible Activities

- Implement targeted outreach initiatives to reach residents throughout the Township.

#### Measurement Metrics

### 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.

#### Possible Activities

- Develop a comprehensive marketing and social media plan to promote library programs, services, and resources, effectively spreading awareness and increasing engagement among different demographics.

#### Measurement Metrics

## Inviting and Supportive

Provide a welcoming environment that prioritizes accessibility and community vibrancy.

### Goal 1: Enhancing Facility Offerings

Optimize and enhance the library's physical environment to create a more welcoming and accommodating space for the community.

#### Possible Activities

- Enhance physical features such as the fireplace seating area, create accessible picnic areas, nursing pods, and improve restroom accessibility.

#### Measurement Metrics

### 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.

#### Possible Activities

- Evaluate and explore options to improve services offered with staff confidently providing these services.

#### Measurement Metrics

## Organizational Excellence

Benefit staff in a nurturing setting that provides essential tools and training, stimulating empowerment and role involvement.

### Goal 1: Staff Development and Empowerment

Empower staff to excel in their roles and contribute to organizational success.

#### Possible Activities

- Facilitate frequent interdepartmental brainstorming meetings to encourage idea sharing, innovation, and collaboration among staff members, fostering a culture of continuous improvement.

#### Measurement Metrics

## 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.

### Possible Activities

- Establish clear role definitions with flexibility and encourage interdepartmental training to enable staff to collaborate effectively across various roles.

### Measurement Metrics

## 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.

### Possible Activities

- Facilitate community-oriented initiatives that demonstrate the library's commitment to social responsibility and community support.

### Measurement Metrics

## Next Steps

Upon the Board's approval of this plan, the staff will proceed to develop the activity plan, serving as a roadmap for effective implementation. Implementation, being an ongoing process, will determine the timing of specific activities based on priority and influenced by various factors, including feedback from patrons regarding community-initiated programs.

Routine reviews and adjustments to the activity plan are integral, ensuring its alignment with evolving community needs. Continuous evaluation will be a cornerstone once the plan is set in motion, with metrics for each goal. Some activities will be assessed through data gathered from patron and community surveys, while others will rely on in-house information such as circulation, usage statistics, and program participation. A commitment to transparency will be upheld through consistent reporting of both successes and challenges, fostering an environment that welcomes community feedback.

## Community Profile

Brandon Township Public Library is located in a rural area in the northernmost part of Oakland County, Michigan. Our library serves 15,384 people in Brandon Charter Township, including the Village of Ortonville. Since Brandon Charter Township does not have a sewer system, the economic

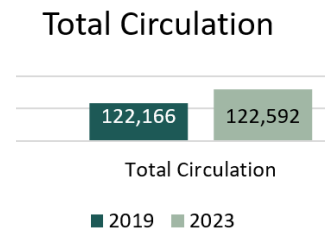


development of the township is stagnant with a lack of businesses, no public transportation, and minimum access to disability services. Our service area skews older with an aging population. Outside of our local Senior Center, the closest senior assistance organization servicing our area is Area Agency on Aging 1 B in Southfield, 50 minutes from our library. Students requiring special disability services receive them at our local school, but parents have to seek additional support outside of Brandon Township. Our library began as a small one-room building located in the Village of Ortonville. Our new building was built half a mile down the road in 2000 and opened to the public in 2001. It has an open floor plan with a youth wing and an adult wing. The entire facility was custom-built, which ensured a beautiful library that we still get complimented on to this day. Twenty years later, we are finding it difficult to replace and update certain functions of our building to provide not only accessibility for patrons but staff as well.

### Library Metrics

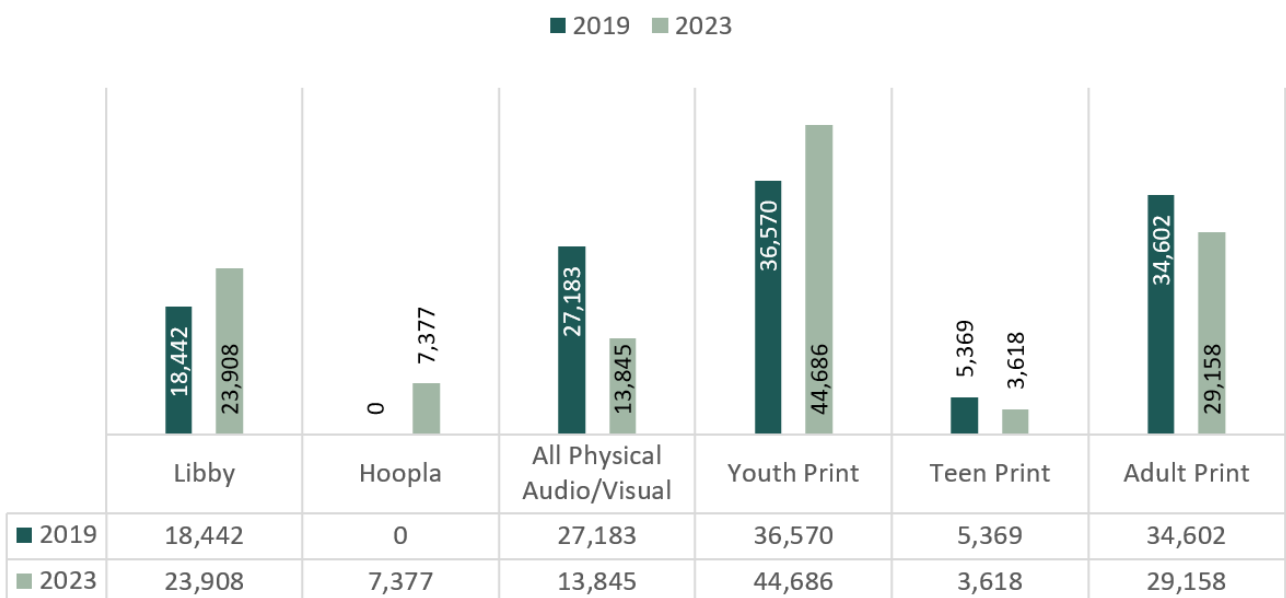
COVID-19 impacted library usage for almost three years. Below is a snapshot of some key library statistics from before COVID-19, in 2019 and our most recent fiscal calendar year, 2023.

	2019	2023
Active Card Holders	6,850	6,141
Computer and Wi-Fi Use	11,311	7,973
Library Visitors	64,454	37,691
Database Use	5,804	808
Circulation	122,166	122,592

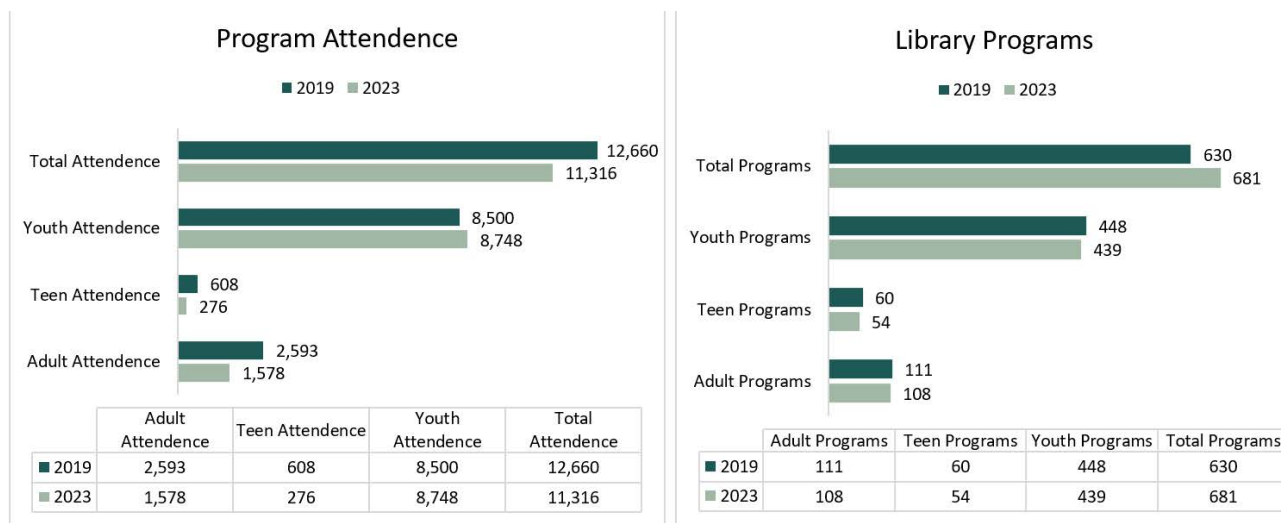


While our circulation numbers are a little higher in 2023, many of our other metrics are down from 2019.

## DIGITAL/PRINT CIRCULATION



Even with total circulation numbers similar from 2019 to 2023, format breakdown shows the decrease in print audio/visual formats has been picked up by our eBook/eAudiobook formats. Libby and Hoopla are electronic content platforms providing eBooks, audiobooks, movies, TV shows, and magazines. Hoopla was added in March of 2020.



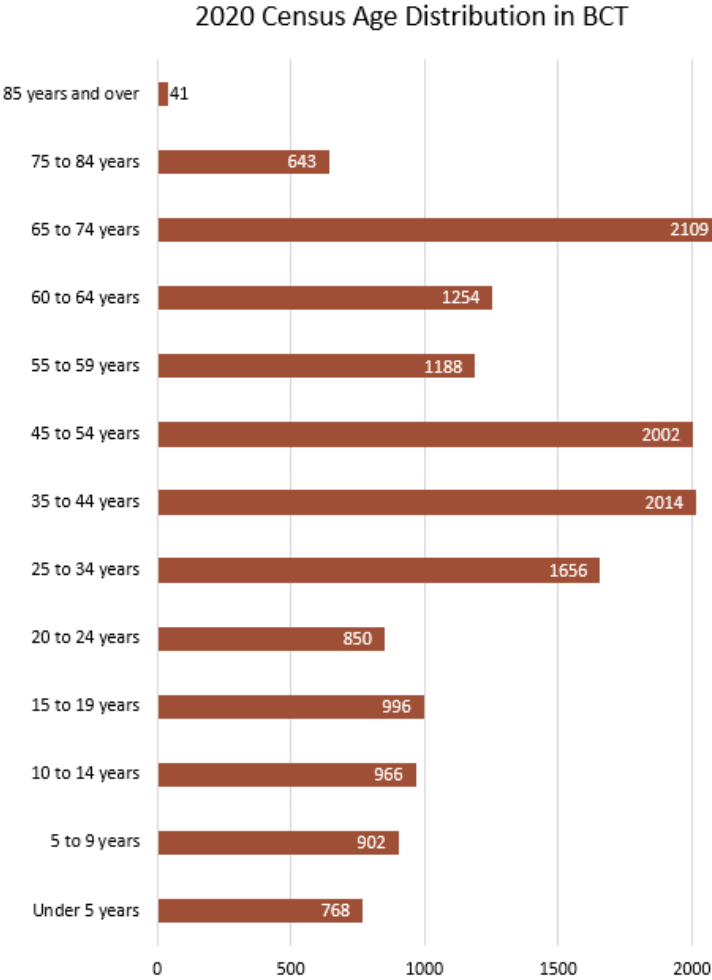
Programs are mentioned a lot in our surveys and interviews. While we offered just about the same number of programs for each age group, the decline in total program attendance (-1,344) is where we see a difference between the two years. In 2023, we offered more family based programming than in 2019, which is where we see the 51 program increase in the total programs graph above.

## Community Overview

Brandon Charter Township (BCT) boasts a smaller but affluent and predominantly older population, reflected in its higher median household income and extraordinary 94.40% homeownership rate. The housing values for owner-occupied homes surpass state and national averages, underlining the township's economic prosperity. Notably, Brandon Township exhibits a significantly lower poverty level at 5.50%, emphasizing its socioeconomic stability compared to Michigan and the United States. This unique demographic profile shows a community with an older age group, strong emphasis on homeownership, elevated housing values, long work commutes, and a lower poverty rate, setting it apart within the state and national landscape.

US CENSUS DATA	US 2020	MI 2020	BCT 2020
Population	331,449,281	10,077,331	15,384
Median Age	39	40.3	42.2
Median Household Income	\$74,755	\$66,986	\$92,500
Homeownership	65.20%	73.20%	94.40%
Housing Value (Owner-occupied)	\$281,900	\$201,100	\$291,300
Below Poverty Level	12.60%	13.40%	5.50%
Average Family Size	3.11	3.02	3.03
Average Commute in Minutes	26.4	24.2	35

The largest age group in BCT is 65-74 years old. Followed closely by aged 35-44, and the 45-54 age group. Together, these three age brackets account for 41% of the total demographic.



Over half of BCT has high school or some college, while a little more than 40% have higher education. This reflects a commitment to education in an intellectually enriched community that surpasses both Michigan and the United States.

Education	US 2020	MI 2020	BCT 2020
HS or Equivalent	26.10%	28.10%	24.70%
Some College, no degree	19.10%	21.90%	28.70%
Associates Degree	8.80%	9.70%	11.60%
Bachelor's Degree	21.60%	19.50%	20.10%
Graduate or Professional Degree	14%	12.60%	10.80%

In terms of racial diversity, BCT presents a population that is predominantly White, constituting 89.7% of the total population. Notably, BCT has a growing multiracial community when compared to the 2010 Census.

Race	US 2020	MI 2020	BCT 2020
Total Population	331,449,281	10,077,331	15,384
American Indian and Alaska Native alone	3,727,135	61,261	45
Asian alone	19,886,049	334,300	181
Black or African American alone	41,104,200	1,376,579	160
Hispanic Population	62,080,044	564,422	594
Native Hawaiian and Other Pacific Islander alone	689,966	3,051	2
Some Other Race alone	27,915,715	221,851	163
Two or More Races	33,848,943	635,315	1,026*
White alone	204,277,273	7,444,974	13,807

\*183 people reported as two or more races in 2010 Census

In the linguistic landscape of BCT, the vast majority communicates primarily in English (97.4%). The second most spoken language is Asian/Pacific Islander.

Language	US 2020	MI 2020	BCT 2020
English Only	78%	89.80%	97.40%
Spanish	13.30%	3%	0.80%
Other Indo-European languages	3.80%	3%	0.60%
Asian/Pacific Islander languages	3.60%	1.80%	1.20%
Other languages	1.20%	2.40%	0%

BCT displays a slightly lower disability rate than the state’s and the national average. The specific difficulties faced by the disabled population in BCT are also slightly lower than both the state and national averages.

Disability	US 2020	MI 2020	BCT 2020
Disabled Population	13.40%	14.30%	12.30%
Ambulatory Difficulty	6.70%	7.10%	5%
Cognitive Difficulty	5.70%	6.40%	4.90%
Hearing Difficulty	3.70%	3.80%	3%
Independent Living Difficulty	6%	6.50%	4.90%
Self-Care Difficulty	2.60%	2.70%	1.90%
Vision Difficulty	2.50%	2.20%	1.50%

[United States Census Bureau, Quick Facts](#)

Brandon Charter Township, Oakland County, Michigan; United States

# Community Survey Data

504 individuals participated in the survey, with the number of responses specified for each question. It's worth noting that in 2023, all COVID restrictions were lifted, and it's possible that some patrons may not have returned to the library yet this year.

Furthermore, it seems like there are some fantastic services we offer that the public might not be aware of. This emphasizes the importance of considering how we can effectively market and promote these offerings to our community.

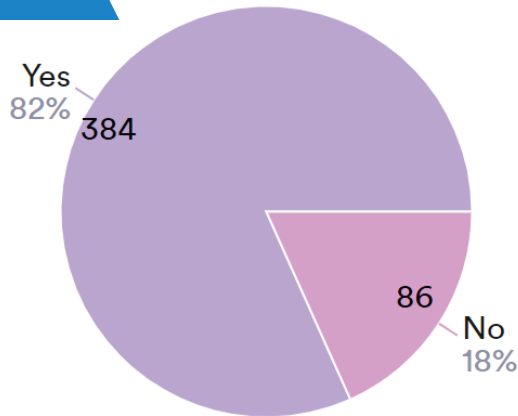


## Are you a resident of Brandon Township?

470 Responses- 34 Empty

**470 Responses**

Most of these submissions were from emailing the entire library system.

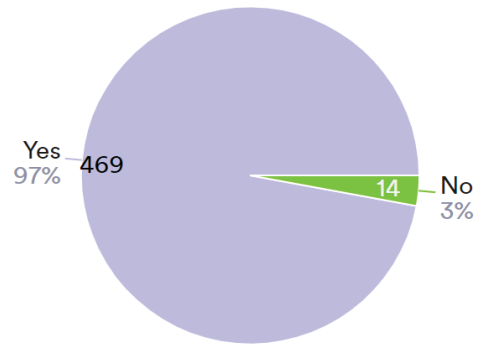


Most people who said no, submitted a paper copy of the survey

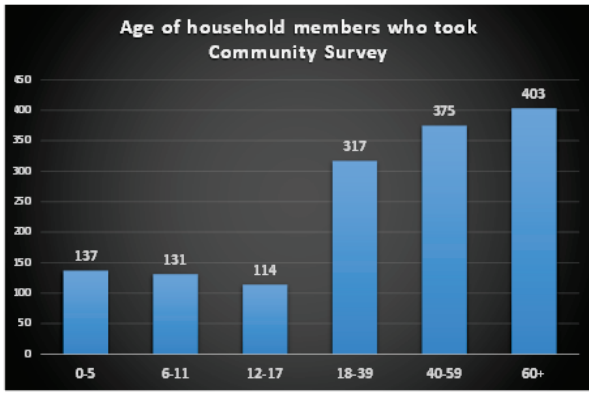
## Have you used the Brandon Township Public Library?

483 Responses- 21 Empty

**483 Responses**

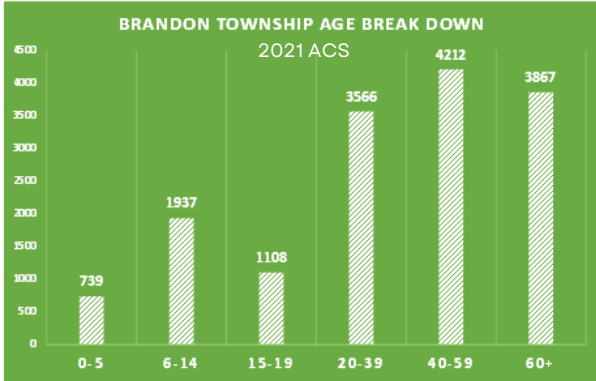


This will provide a good representation of the data for understanding our respondents since most have used the library.



### Age of Household Members

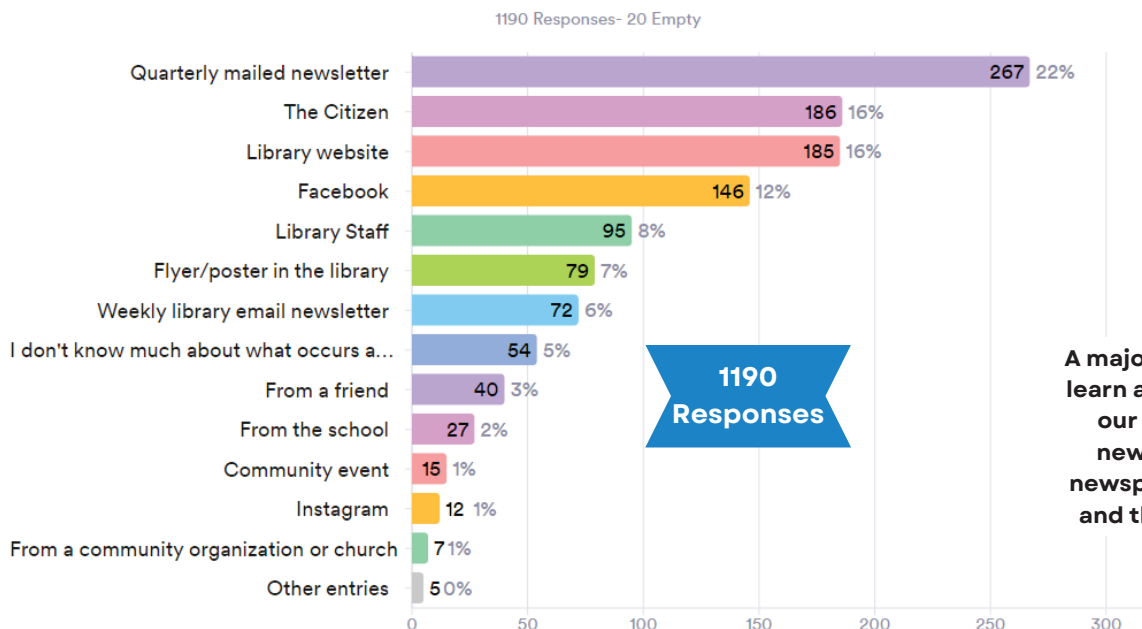
These two graphs show a similarity between the entire service population and the people who submitted the survey.



Note: Age ranges are different on the two graphs. 2021 American Community Survey (ACS) groups age differently than how we collected.

**481 Responses**

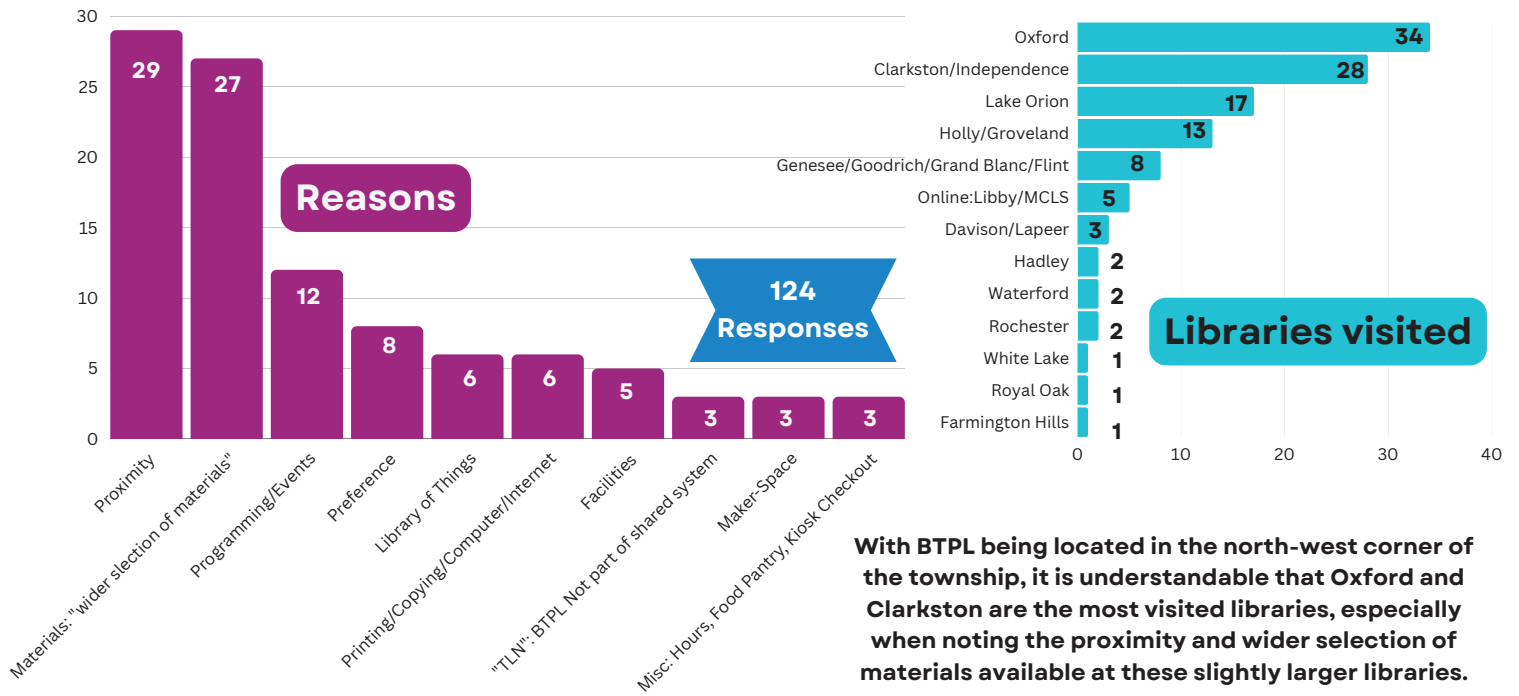
### Where do you learn about what is going on at the library? (Check all that apply.)



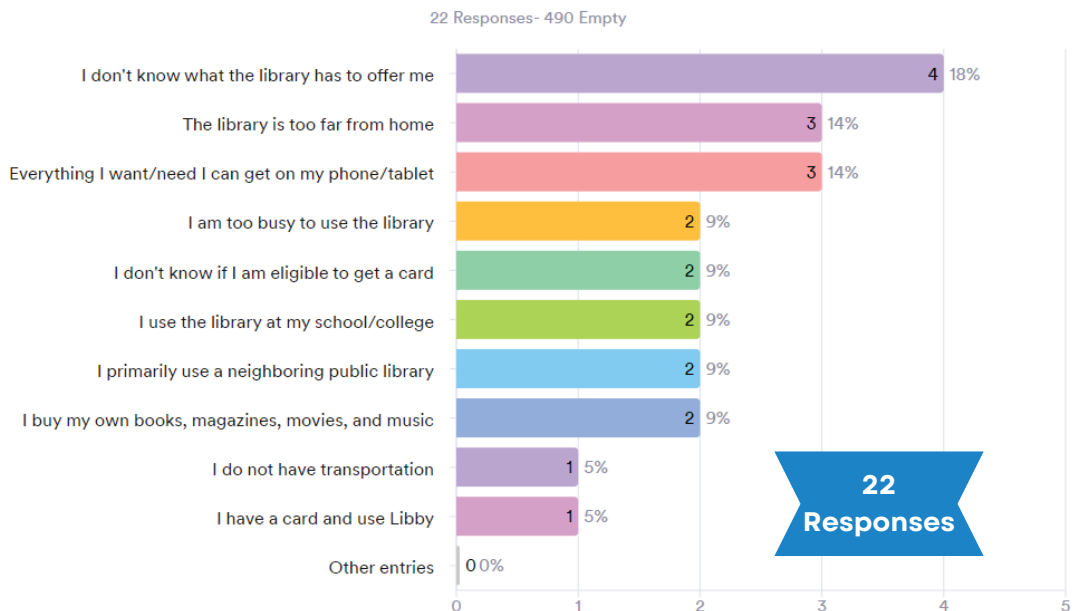
**1190 Responses**

A majority of respondents learn about the library via our quarterly mailed newsletter, our local newspaper (The Citizen), and the library website.

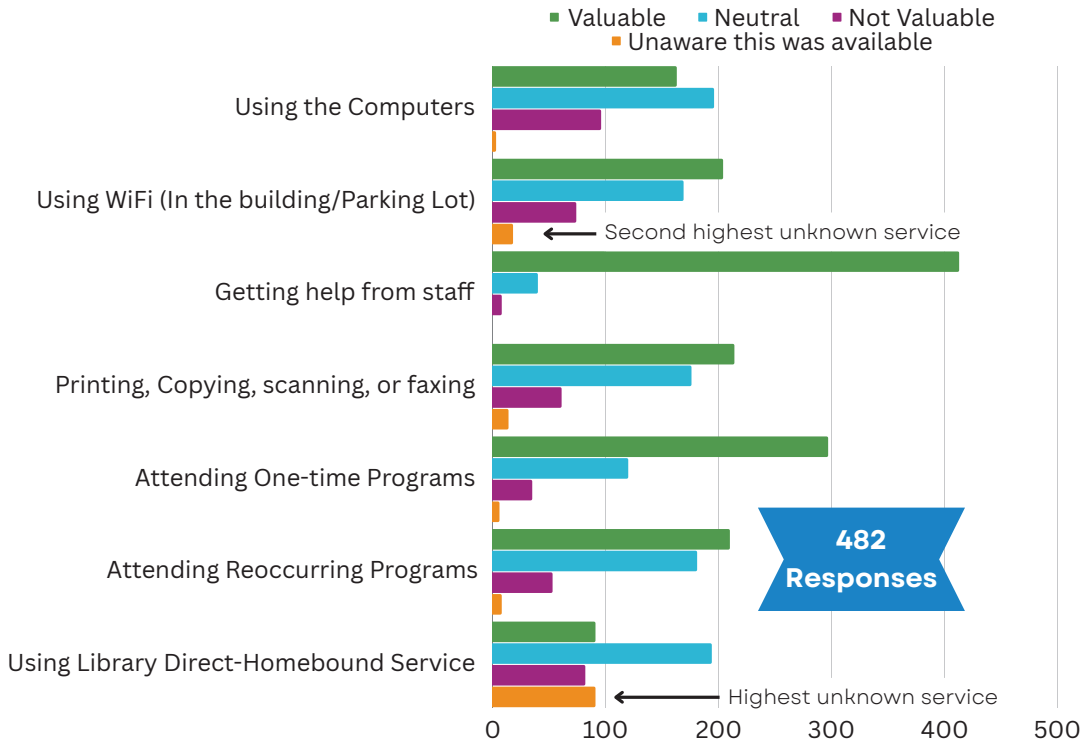
**If you frequently use another public library in the area, please indicate which and what you like about that library.**



**If you have not used the Brandon Township Public Library, please indicate the reason(s) below. (Check all that apply.)**



**Library Services: Please rate the following library services in terms of their value to you and your family:**

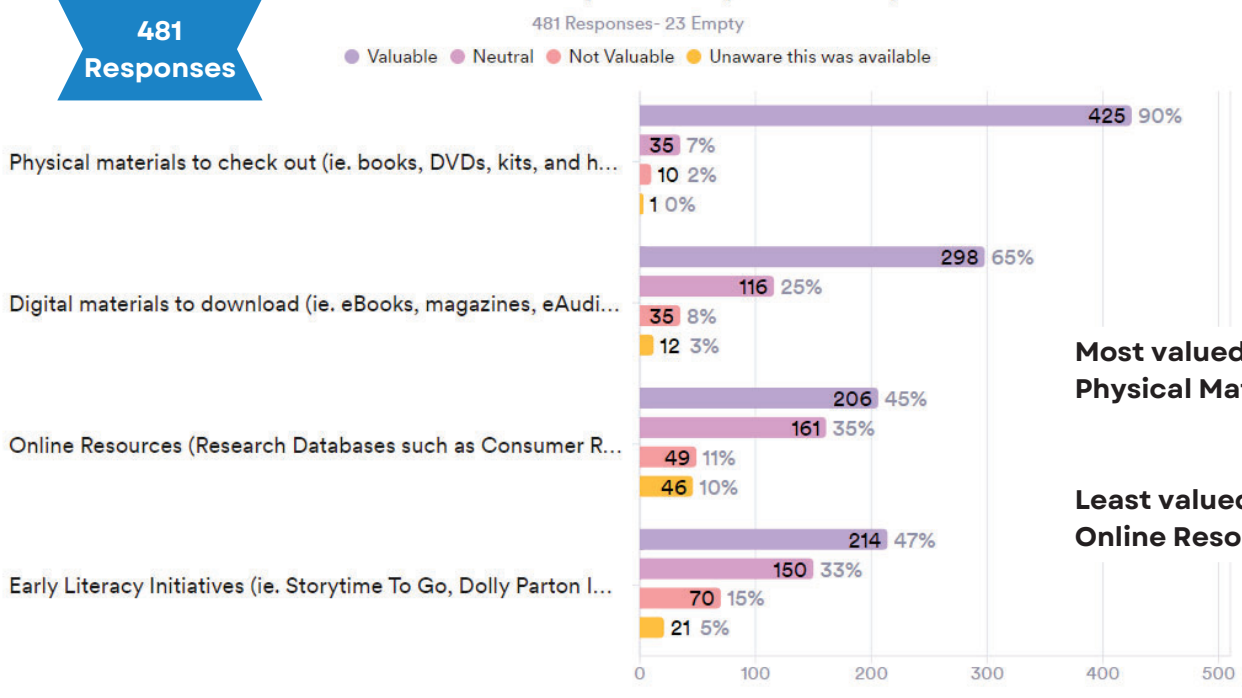


**The most valuable library services are getting help from staff and attending one-time programs.**

**The least valuable library services are using computers and Homebound Services**

**Library Collections: Please rate the following library collections in terms of their value to you and your family:**

**481 Responses**



**Most valued: Physical Materials**

**Least valued: Online Resources**

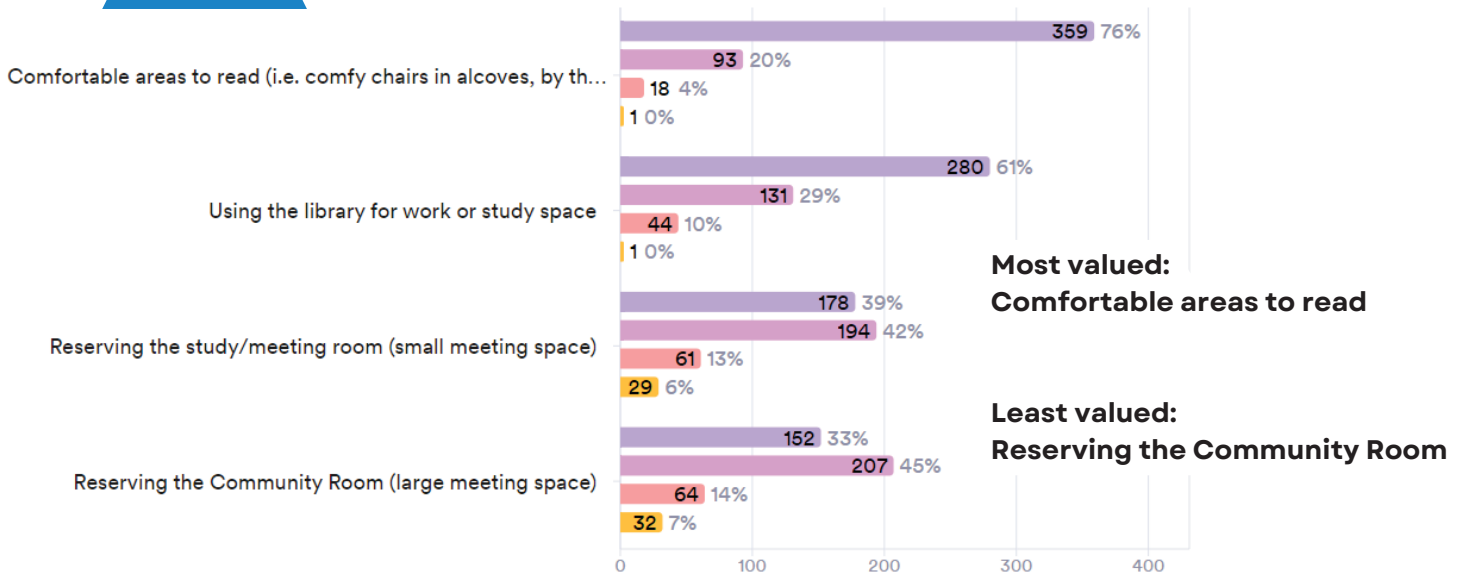


# Library Spaces: Please rate the following library spaces in terms of their value to you and your family:

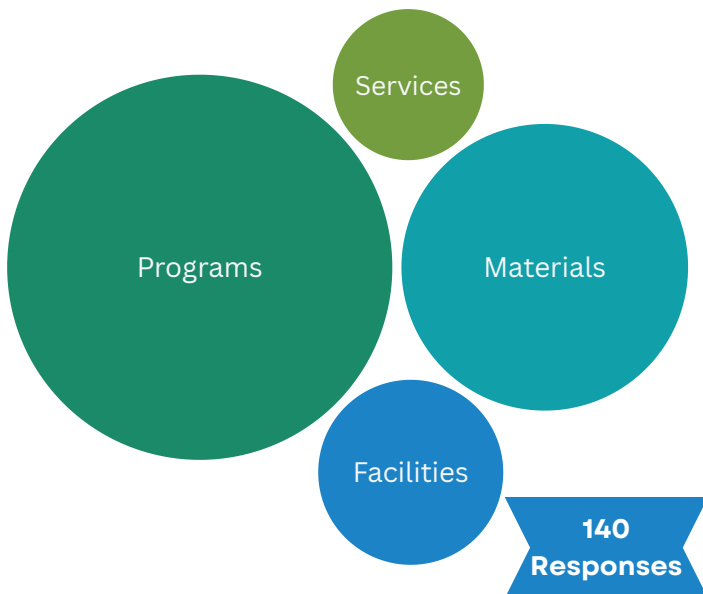
**476 Responses**

476 Responses - 28 Empty

Valuable Neutral Not Valuable Unaware this was available



What programs, spaces, services, or collections could the library add that would be of interest to you or your family?



### Suggestions

**Programs**

- SEVERAL program suggestions
  - Exercise: Yoga/Tai Chi
  - Seed program/gardening
  - Cooking

**Materials**

- Library of Things
- Several genre-specific requests

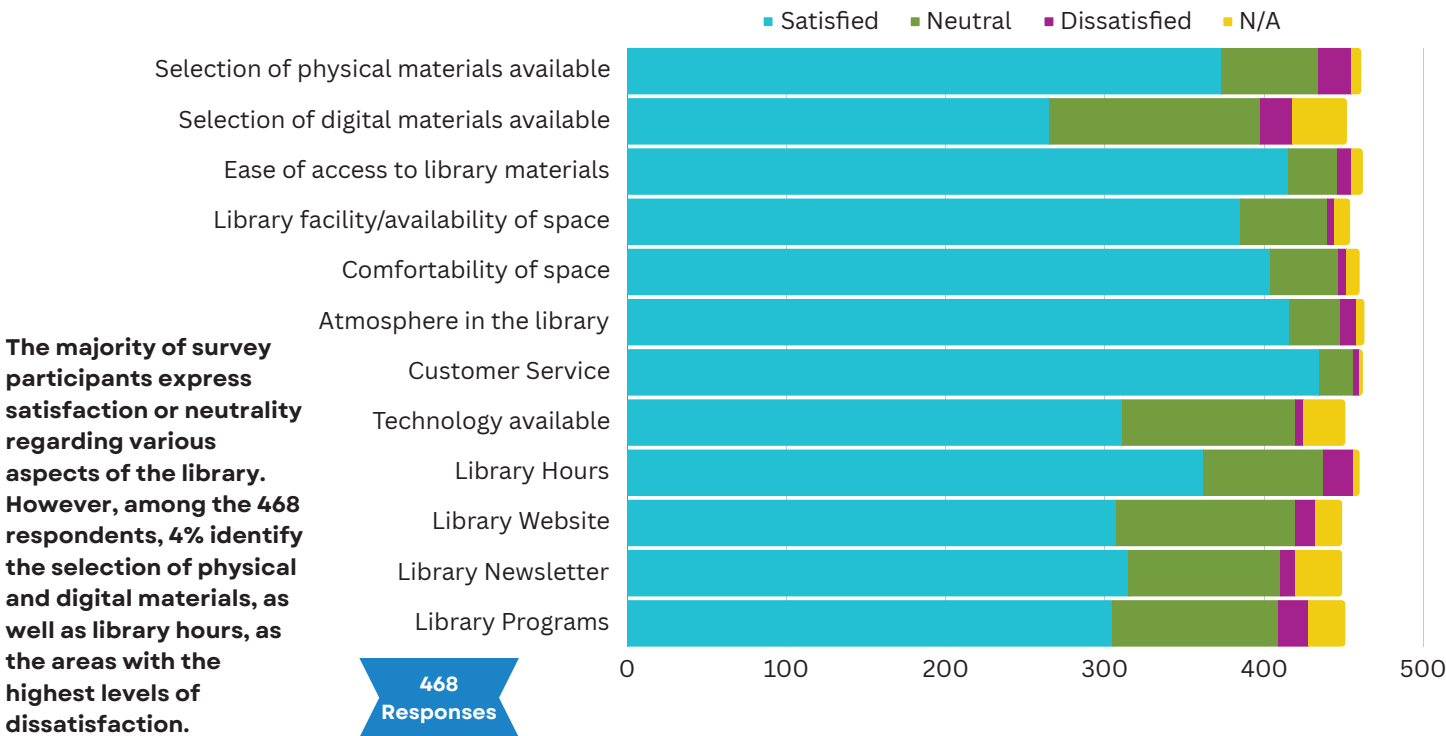
**Facilities**

- More quiet spaces
- Unique seating

**Services**

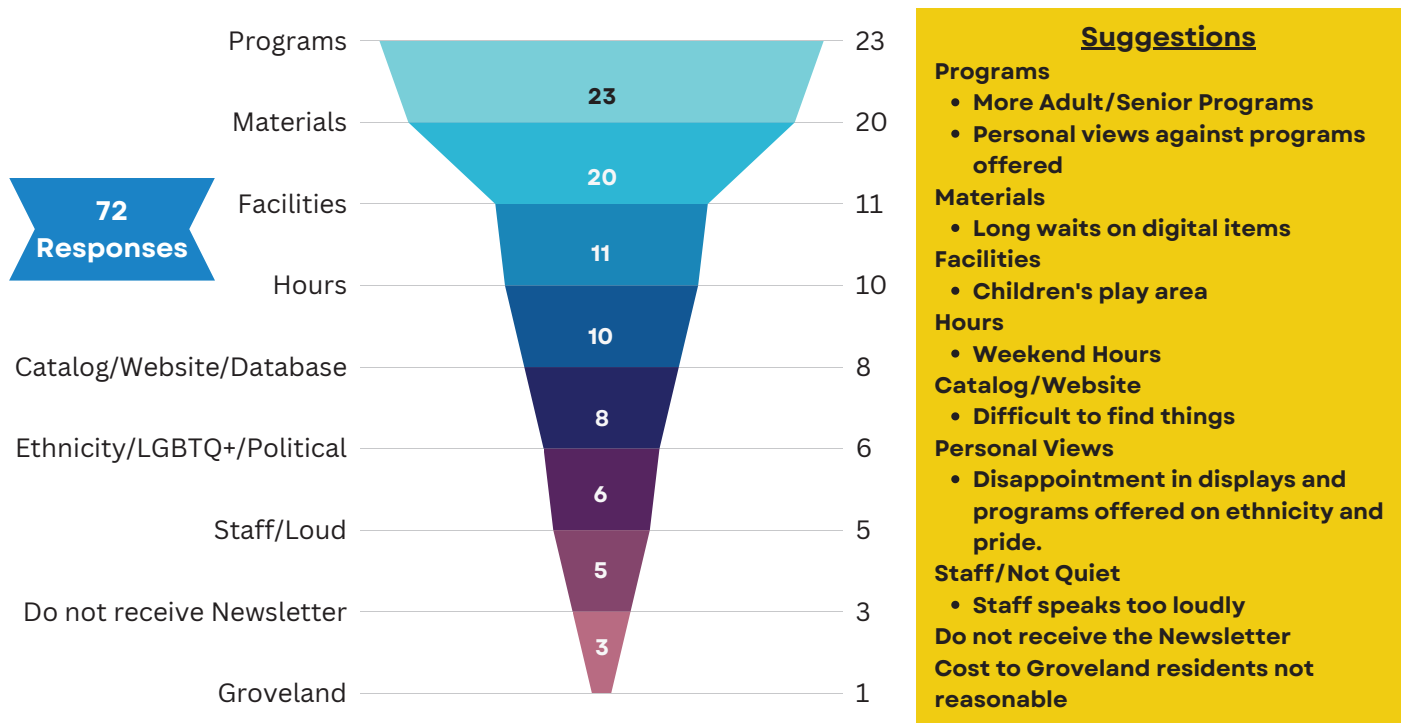
- MakerSpaces - 3D Printing

**Please rate how satisfied you are overall with the following aspects of the library:**



The majority of survey participants express satisfaction or neutrality regarding various aspects of the library. However, among the 468 respondents, 4% identify the selection of physical and digital materials, as well as library hours, as the areas with the highest levels of dissatisfaction.

**For any items that you clicked dissatisfied, what can the library do to increase your satisfaction?**



## Programs/Classes

- GED program
- Bullying Programs
- More family friendly events
- Computer learning opportunities
- Book club for adults or even age ranges
- Education on food preservation and cooking from scratch
- Personal finance and budgeting classes
- Programs for those families/educators/causes/people with disabilities
- Helping kids learn to spell
- Tutoring services for families within trailer park communities
- Nutrition/wellness classes
- Classes on political literacy
- Training classes on Microsoft, Power Point and Excel
- Teen exam prep classes; college information night; driver's training classes; morning coffee hour for seniors
- Programs for Special needs students
- Programs for teens to increase engagement, build their self-confidence, and help with character development
- Programs that will attract young adults to attend the library. Teaching lessons on subjects that may interest those in HS
- After school stuff for middle school kids.
- Before school care for students
- Classes on "how to adult" for young adults. Things like how to vote, how to save money, how to invest, general financial literacy, how to buy a house, how to do taxes, job interview skills, etc.
- Things to encourage more teens to participate in library programs
- Mentor reading teams to encourage more reading in the community
- More afterschool programs.
- More programs for teens and adults.
- Yoga class
- Reading to the children. Historical talks. Music venues.
- CPR and Choke Training

## Diversity Support

- Additional outreach to marginalized and minority groups within the community, such as LGBTQ+
- Diversity support

## Drugs/Domestic Violence

- Drugs
- Domestic Violence
- Victims of domestic violence and abuse.

102  
Responses

**What community needs are you aware of that the library might help address?**

## Food Insecurity

- Food drive, can drive
- Food insecurity, Special needs people programs, community outreach programs
- Food supply and new innovative approaches
- Services available to seniors

## Health/Mental Health

- Mental health and access to free, unbiased information are concerns for the community

## Miscellaneous

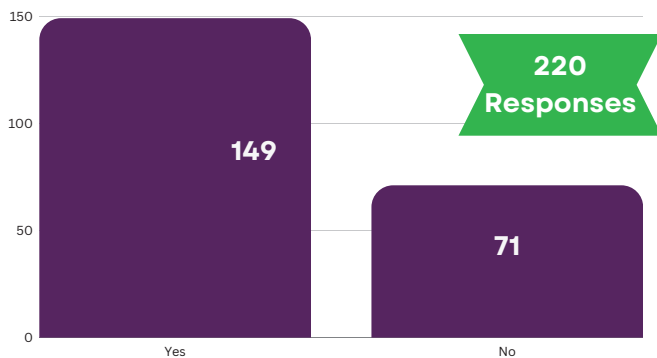
- Additional volunteer opportunities.
- Volunteer Opportunities
- Being accessible to Groveland Township residents so they don't need to travel to other communities to get access.
- Campaign for downtown development and agreement to "take on" the walk/bike trail and join all other townships, towns, etc. in completing the cross Michigan trail. This can only benefit the village.
- Glad you have internet access for those who do not.
- Having a Notary of public available, and advertised.
- No drag queen.
- The Senior Center has a smart bus that only runs from 8-4. Would be great if the library could use it after 4 when the library has programs.
- Topography maps, construction maps, and ways to get around (GPS only goes so far, esp with roads that change names or small roads)
- Possibly delivery to senior apartments.
- Protecting children's innocence.
- Parent Support

## Space/Meeting Space

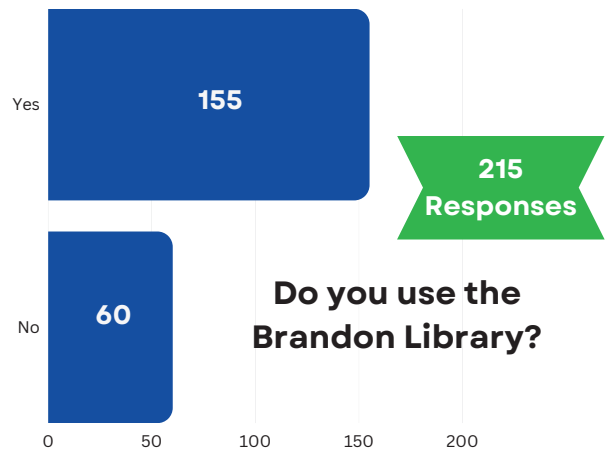
- A makers library or sign out if tools would be nice.
- Meeting rooms
- Occasional availability of larger group meetings using the large conference room
- Teens have few public spaces they're allowed to exist in, library staff are too quick to think they're disruptive or up to no good

# Community Interview Data

Library staff engaged with the community by attending 5 events and conducting interviews with 220 attendees. Each question inquired during the interviews is accompanied by the respective number of responses. It's worth mentioning that in 2023, all COVID restrictions were lifted; however, some patrons may not have returned to the library this year. Moreover, it appears that not everyone is aware of some services we provide. This highlights the need to focus on our marketing efforts to spread the word about these offerings effectively. Also, it's interesting to see that some responses align with a more general perception of what people think a library usually offers.



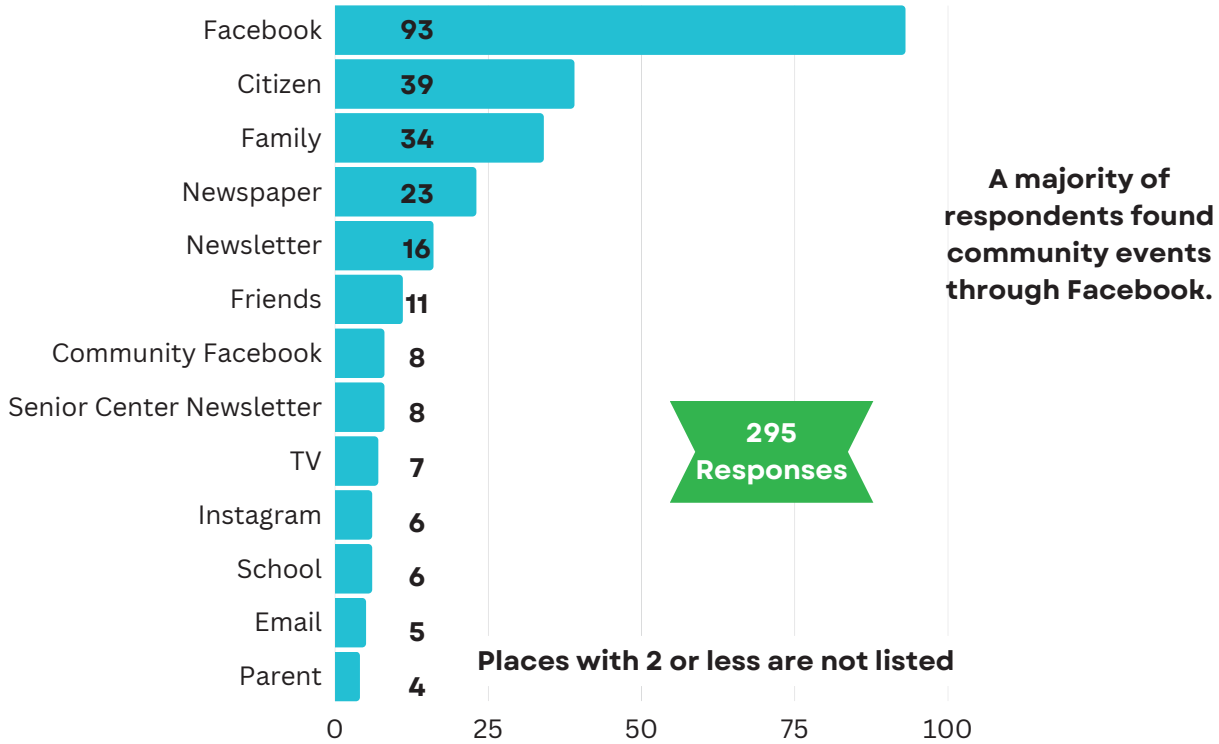
**Do you live, work, or go to school in Brandon Township?**



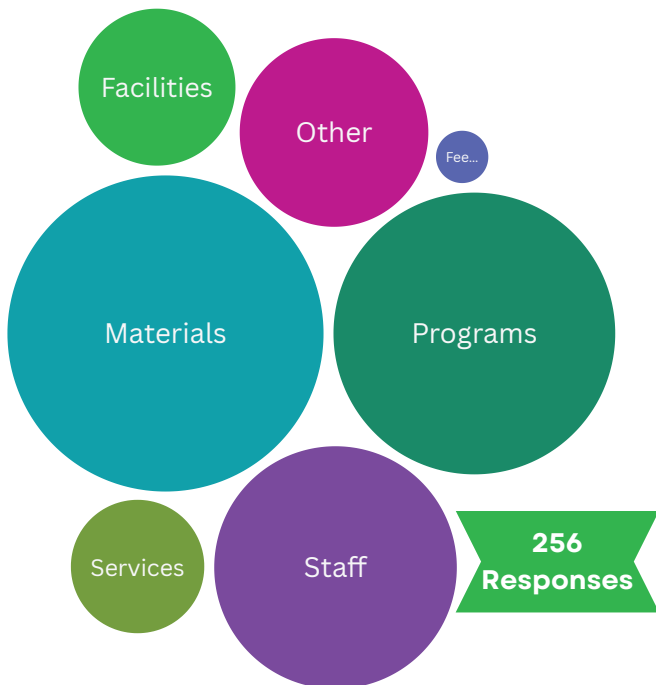
**Do you use the Brandon Library?**

**This data provides us with a clearer picture of individuals who may not be regular library users.**

## Where do you get your news about events going on in the community?



## What do you like most about the library? What have you heard about the library?



- Comments**
- Programs**
    - Kids, area, programs
    - Lego Club
    - Storytime
  - Materials**
    - Book, Books on CD, Kindle Downloads, Libby, Hoopla
    - New book section
    - Movies
  - Facilities**
    - Calm vibe/study area
    - Youth Department- how books are organized
    - Kids/Teen Area
    - Parking Lot improvements
    - Teen Room
  - Services**
    - Computer/printer
    - Good Internet
    - Conference Room
  - Other**
    - FOL Booksale
    - FOL
    - Free
  - Feelings**
    - Organized, Quiet, Warm Atmosphere

## How could the library improve?

- Access to old Newspapers
- Advertise - Artist to bring in
- Better selection of audiobooks
- Cool Seating
- Entrance on M-15
- Evening Programs
- Funding/larger book budget
- Groveland Township- have to pay for a card
- High school yearbooks on loan
- Hotspot for Groveland
- iPads for kids
- Later Children's Programs (mentioned 3x) - working parents
- Library of things-sewing
- Longer Saturday hours
- Marketing Library Card Types

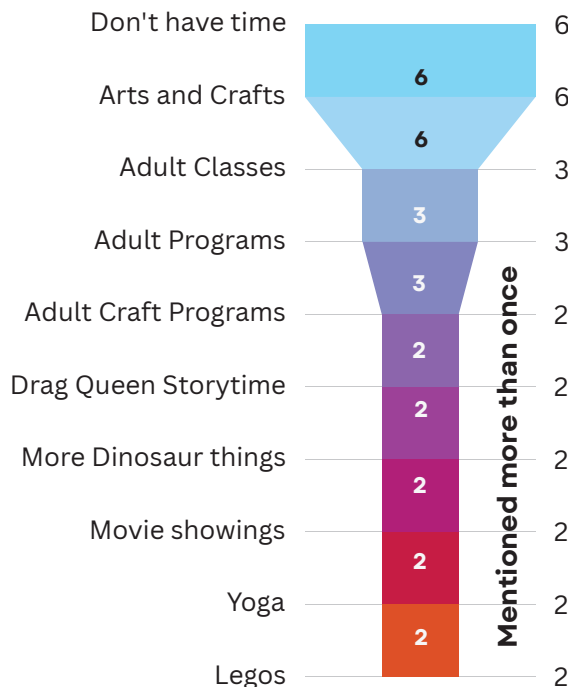
- More accessibility/moveability - wheelchair
- More advertising of eMaterials
- More Books/Movies/Graphic Novels
- More comfy chairs
- More Computers
- More daylight lighting
- More Fantasy Books
- More Genealogy
- More Movie Nights
- More Pride Books
- More Private Spaces
- Move funding from Government
- Outdoor Games
- Paint sidewalks colorful
- Parking Lot looks great! - it was the only needed improvement
- Program Adult-dulcimer, learning opportunities
- Puppets Back
- Schedule a Geocache event/training
- TLN
- User-friendly- hard to find information

61  
Responses

## What can we offer that would bring you into the library?

84  
Responses

Most respondents stated they don't have time to visit the library and arts/crafts would encourage them to visit.



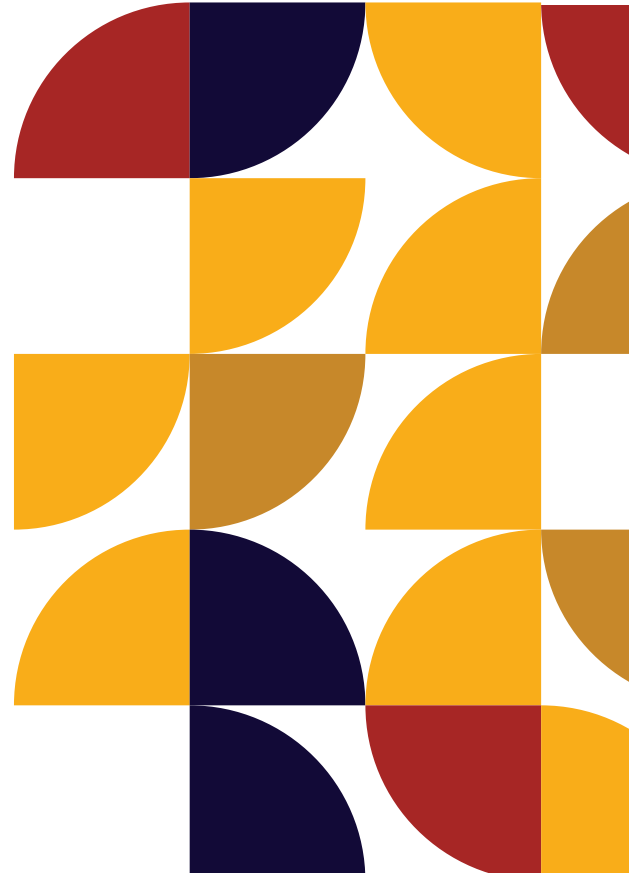
Mentioned more than once

### Mentioned Once

- 5K Run
- Adult Book Club
- Adult Holiday Programs
- Advertise - Instagram
- Alcohol
- Amnesty for lost books
- Another little table in the children's area
- Arts/History Programs
- Audiobook awareness
- Audiobooks
- Author's
- Book Varitey
- CDs
- Classic Lit Programs
- Comic Books
- Computer lessons before 4 pm (Senior Center Bus stops at 4)"
- Computers
- Contests
- Cooking Programs
- Crafts before 4 pm (Senior Center Bus stops at 4)
- Dr. Pepper
- Enriched programs for kids
- Evening Adult Programs
- Food Programs
- Freebies
- Ghost Programs-supernatural
- Glass/ironworking demonstrations
- Graphic Novels
- Has vision loss, something to help read
- How-to Computers/iPads
- Kid hobby programs-crochet, knit, games
- Kids reading club
- Library of things
- Makerspace
- More animal projects
- More books
- More Space books
- More storytimes
- Parenting/educational/evenings
- Printing stuff
- Programs-crafts
- Puzzles
- Quiet Space
- Rent Rooms
- Scary Teen Books
- Senior Programs- safety, travel, history, games
- Show Books in Citizen
- Summer Activities - Movies/Shows
- Transportation
- Weekend Programs
- Writing Programs

# Staff and Board Survey Data

We received responses from 20 participants in this survey, with the number of responses noted for each question. It's essential to highlight that this information is presented from a Staff and Board perspective.



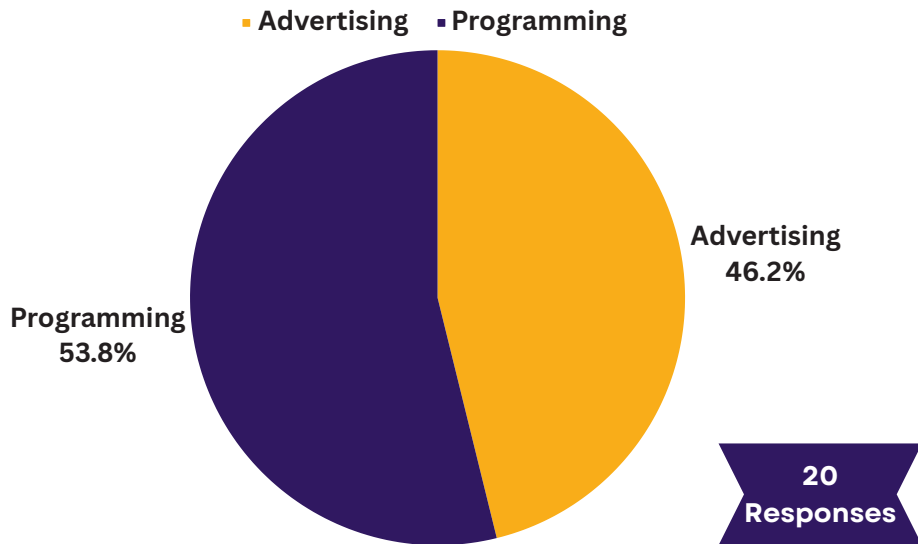
## What about the library is important or impactful to the community? Why?



**Feedback**

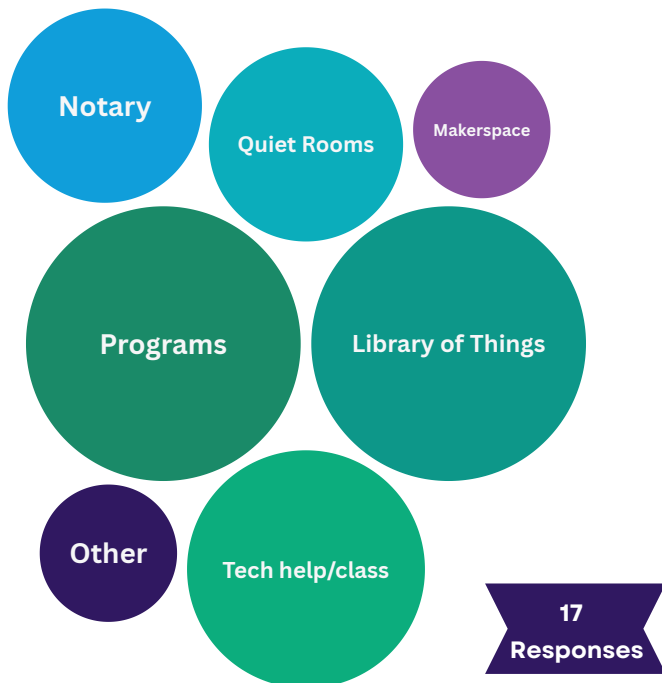
- The library is an important resource for the community, providing a variety of services and resources that are valuable to people of all ages.
- The library's friendly atmosphere and helpful staff are essential to its success.
- The library's role as a meeting place for the community is also important, providing a space where people can come together to socialize, learn, and connect with others.
- The library is playing an important role in supporting the community's educational and informational needs.

## In your opinion, what could our organization do to attract the community to the library?



- The most common themes in the responses are advertising and programming.
- There are also a number of mentions of specific programs and services that the library could offer, such as the Library of Things, a makerspace, more teen-focused events, and more history speakers.

## What new public service should the library offer and why?



### Feedback

**Programs**

- Morning coffee or afternoon teas for seniors, mothers, etc.
- Health (mind and body) and fitness
- Travelogues
- Political candidates for coffee hours, debates, etc.
- Kids programs not taught in school: current events, U.S. and world history, and life skills

**Materials**

- Library of Things

**Facilities**

- Quiet Space

**Services**

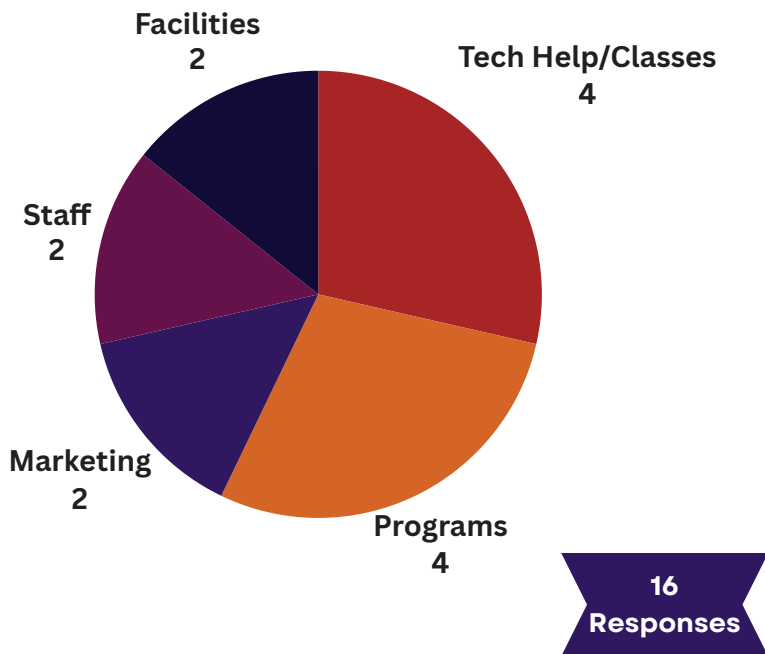
- Computer/printer - few free prints
- Tech Help
- Notary
- Makerspace

**Other**

- Support more little free libraries



## What current public service needs improvement and why?



**Feedback**

**Programs**

- Teen programming
- More adult programs
- End of the Tutoring program
- Tech Classes

**Staff**

- Customer service training

**Facilities**

- More study spaces
- Curbside lockers on the other side of the Township

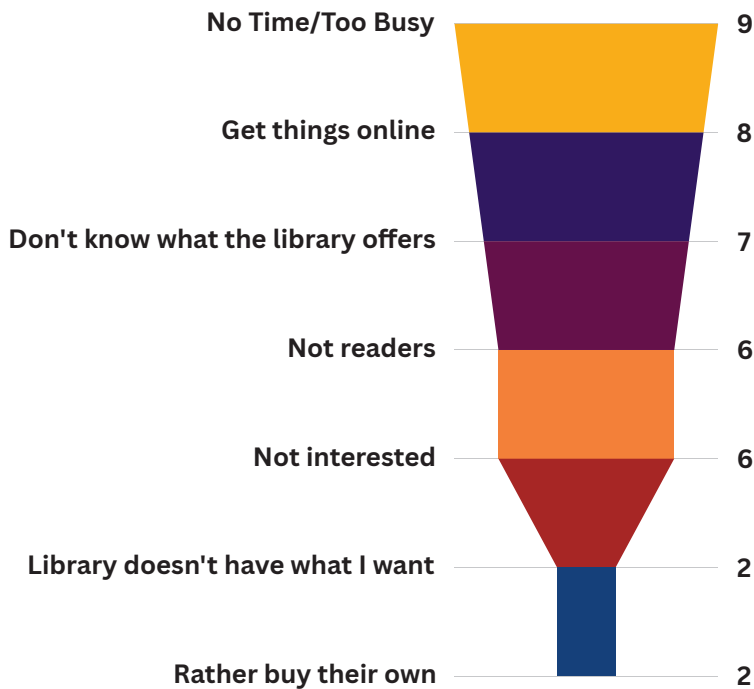
**Services**

- Teen Services
- Tech help
- Cheap, loud, clunky Fax machine

**Other**

- Marketing what we already do

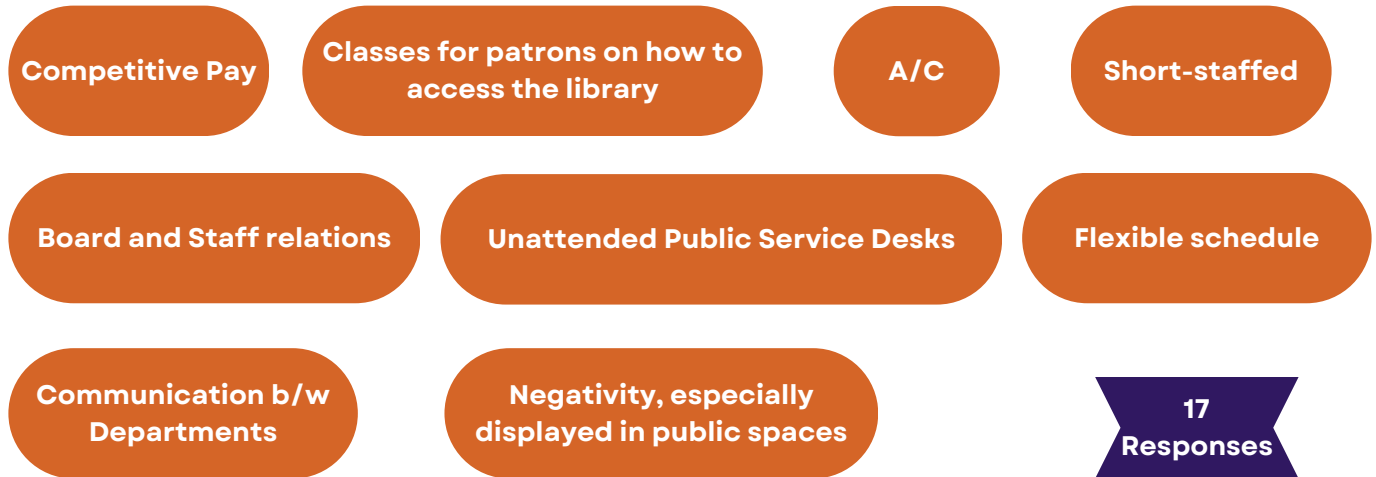
## What reasons do people in the community give for not using the library?



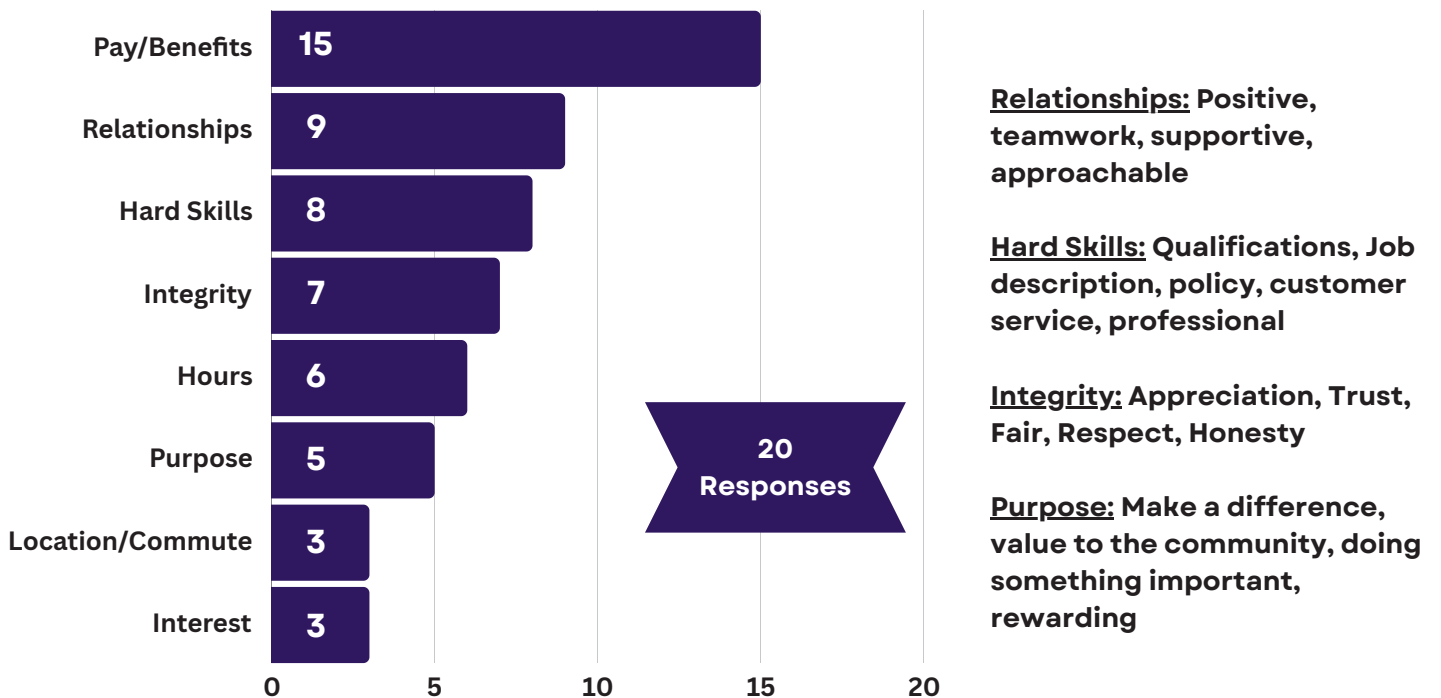
- The most common reasons people give for not using the library are that they are too busy, they don't have time, obtain things online themselves, or they don't read.
- Another common reason people give for not using the library is that they don't know what the library offers. This indicates a need for the library to improve its marketing strategies for services and programs.

**20 Responses**

## What could use improvement, and how or what keeps you from enjoying your experience working with the library?



## What top 3 aspects attract you to an employer/job?

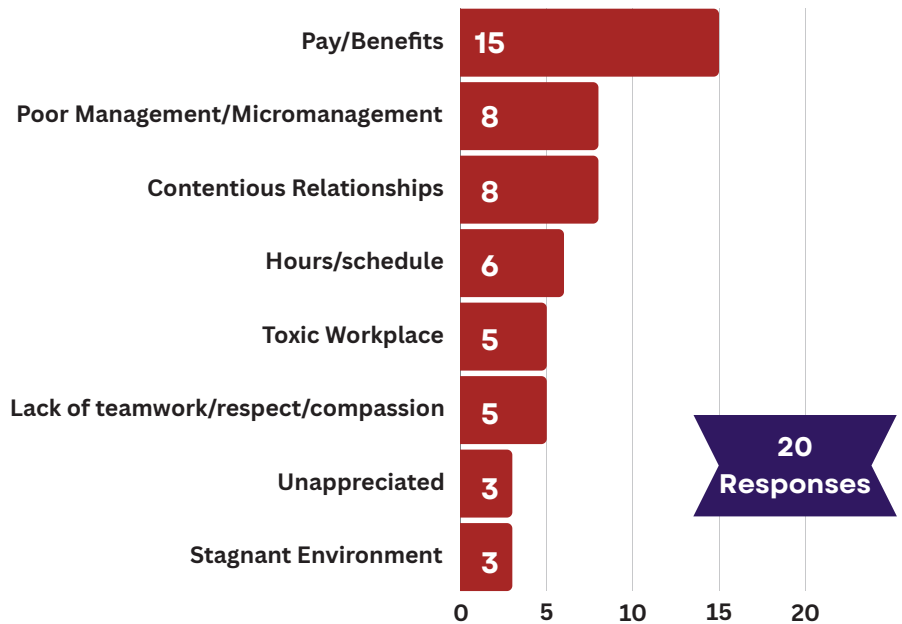


## What are the main three factors that lead you to seek new employment from any job?

**Contentious Relationships:**  
Tense, argumentative, bullying, disrespectful, lack of compassion, lack of teamwork, staff avoiding tasks creating more work for others

**Stagnant Environment:** work not challenging/engaging

**Other:** Responsibility increase (no pay increase) and different job duties.



**Decision-Making and Approval Process:** There are frustrations with the speed of decision-making and approval processes.

**Appreciation and Respect:** Some responses highlight that the board does appreciate and value the work of the staff, while others feel there is a lack of mutual respect and understanding between the two parties.

**Micromanagement:** Some staff members feel that the board sometimes tends to micromanage certain aspects of library operations, leading to discontent among the staff.

**Perception of Effort:** survey participants feel that their hard work is not fully appreciated, or participation in library activities is unacknowledged.

18 Responses

## How would you describe the relationship between the staff and the board of trustees? What works well? What could use improvement?

**Mixed Feedback:** The relationship between the staff and board of trustees is not consistently positive or negative. There are instances of both positive and negative interactions, with tensions and conflicts arising at times.

**Communication and Trust:** Communication appears to be a significant issue. There are concerns about inadequate communication, lack of information sharing, and a perceived lack of trust between the staff and the board.

**Need for Interaction:** With a lack of staff involvement with the board, several respondents expressed a desire for more interaction between the staff and the board. They believe that regular interactions can lead to better understanding and decision-making.

# Provide additional comments that you feel will help us in planning for the future of the library.

I am hopeful with the surveys for staff and the public for the Strategic plan we will get more public input so we know what will guide us to the future.

Libraries are becoming meeting places, business places, and study places. We should focus on that in our library.

We are doing the surveys with the community. Hopefully, that will give us some ideas about what they want to see. We can't run with all of them. We need to see what suits the library as well. Be open to updated ideas for programs and look at what other libraries are offering. The locker was an amazing addition to our service. People love that.

I'm excited about the next phase of library services with the addition of the library of things. I love working with our director and with our amazing staff, and I hope to have the opportunity to continue working with the library well into the future.

The Library, through its staff, is an invaluable resource for the community. The staff offers a wide array of services and does it in a knowledgeable and personable manner. The weakest part of the library is creating an atmosphere and services that the teen population finds valuable.

While the staff does a good job of taking care of the library, I think a more "customer service" feeling would be an aspect that needs attention. Planning for the future means not only being aware of things happening at other libraries but also finding more effective ways to get input from the community and find out what the citizens of this township really think.

I really enjoy hearing from our community/patrons how much they enjoy our programs and services; however, one thing I think we need to keep in mind, is that we need to continue to include new, diverse programming and services. It is okay for us to shake things up! Just because something has been done a certain way for a long time, does not mean that we can't try offering something new.

I feel that we need more people working in the Public Services department. That's my main critique, everything else is fine.

## 9 Responses

Inclusions for all people