

Baldwin Public Library

LEARN. CONNECT. DISCOVER.



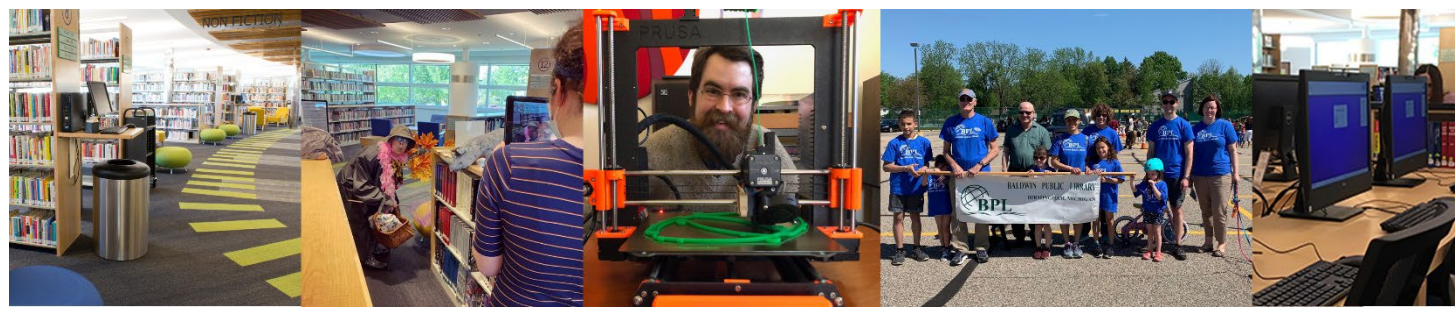
STRATEGIC PLAN: 2022-2025

MISSION STATEMENT



The Baldwin Public Library in Birmingham, Michigan enriches lives by providing opportunities and resources for everyone to learn, connect, and discover.

VISION STATEMENT



The Baldwin Public Library will be an essential part of the community and the first choice for access to cultural, recreational, and learning opportunities.

CORE VALUES



Intellectual Freedom

Providing unfettered access to all points of view

Equitable and Inclusive Access

Offering a wide variety of diverse resources for everyone

Education and Lifelong Learning

Empowering individuals personally and professionally by facilitating the acquisition of credible and viable information

Innovation

Anticipating changing customer needs with creative, relevant, and timely offerings

Welcoming Environment

Ensuring a respectful and safe space

Integrity

Demonstrating responsible stewardship, transparency, ethical behavior, and honesty

Collaboration

Meeting community needs by working together, seeking input, and offering assistance

Commitment to Excellence

Delivering high quality service in all we do

STRATEGIC GOALS



Programs & Services

Adapt programs and services to meet the needs of the changing population

Facility

Create a welcoming, safe, and accessible building that meets the needs of our staff and users

Diversity & Equity

Provide and promote equitable and inclusive resources and opportunities for all populations

Community Outreach & Partnerships

Develop and strengthen BPL connections within the community

Personnel & Organization

Train, empower, and equip members of the organization to best support users and each other

Financial

Maintain and improve financial health

Baldwin Public Library Strategic Plan & Objectives: 2022-2025

Mission: The Baldwin Public Library in Birmingham, Michigan enriches lives by providing opportunities and resources for everyone to learn, connect, and discover.

Vision: The Baldwin Public Library will be an essential part of the community and the first choice for access to cultural, recreational, and learning opportunities.

Core Values:

- **Intellectual Freedom** - Providing unfettered access to all points of view
- **Equitable and Inclusive Access** - Offering a wide variety of diverse resources for everyone
- **Education and Lifelong Learning** - Empowering individuals personally and professionally by facilitating the acquisition of credible and viable information
- **Innovation** - Anticipating changing customer needs with creative, relevant, and timely offerings
- **Welcoming Environment** - Ensuring a respectful and safe space
- **Integrity** - Demonstrating responsible stewardship, transparency, ethical behavior, and honesty
- **Collaboration** - Meeting community needs by working together, seeking input, and offering assistance
- **Commitment to Excellence** - Delivering high quality service in all we do

Strategic Goals

1. **Programs & Services** - Adapt programs and services to meet the needs of the changing population (Goal champion: H Jennings and Stephanie Klimmek)
 - a. Determine the wants and needs of users for library services and programs and adjust services and programs in response to feedback
 - b. Ensure library materials, programs, technology, and services are available, relevant, and welcoming to all abilities and backgrounds
 - c. Develop a technology plan to support existing programs and services
2. **Facility** - Create a welcoming, safe, and accessible building that meets the needs of our staff and users (Goal Champion: Jaclyn Miller)
 - a. Develop and plan for long-term facility needs
 - b. Develop and complete expansion and renovation of front entrance and circulation area
 - c. Maintain a safe and accessible environment
 - d. Continue to monitor and make improvements to facility
3. **Diversity & Equity** - Provide and promote equitable and inclusive resources and opportunities for all populations (Goal Champion: Rosemary Isbell)
 - a. Prioritize diversity, equity, and inclusion practices
 - b. Develop and implement a training and education plan
 - c. Review and improve recruitment, hiring, retention, and promotion methods
 - d. Assess and document progress
4. **Community Outreach & Partnerships** - Develop and strengthen BPL connections within the community (Goal Champion: Jaclyn Miller)
 - a. Identify and develop new community relationships and partnerships
 - b. Maintain and strengthen existing community relationships and partnerships
 - c. Develop an external marketing and communication plan
5. **Personnel & Organization** - Train, empower, and equip members of the organization to best support users and each other (Goal Champion: Rebekah Craft)
 - a. Support a learning culture that encourages innovation and risk-taking to develop new services and programs that meet the unique character of the communities we serve.
 - b. Attract and retain well-qualified staff who are inclusive and welcoming to all
 - c. Identify and provide opportunities for staff growth
6. **Financial** - Maintain and improve financial health (Goal Champion: Rebekah Craft)
 - a. Analyze current and future expenses and identify cost-saving opportunities
 - b. Analyze current and future revenue and identify potential revenue streams
 - c. Maintain awareness of economic trends