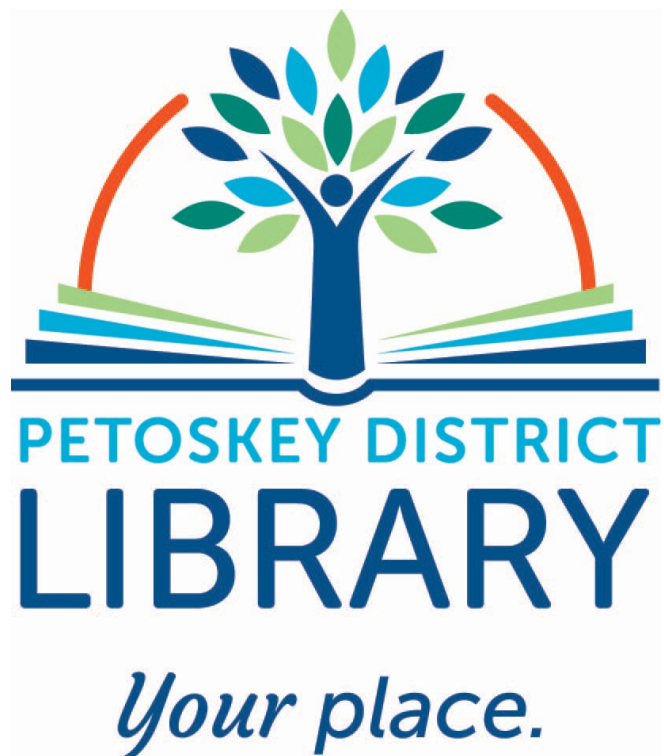


PETOSKEY DISTRICT LIBRARY

Strategic Plan: 2025 - 2030

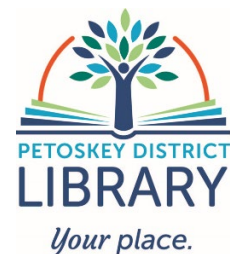


WHY

The Petoskey District Library (PDL) wants to ensure it continues to meet the evolving needs of the community. A well-crafted strategic plan provides clear priorities, aligns resources efficiently, and guides decision-making for future growth. With changes in public expectations, technology, and community demographics, a strategic plan helps the library stay relevant, improve services, and foster stronger community engagement. PDL will be able to focus efforts on planning by demonstrating a clear vision and measurable goals for the years ahead.

HOW

Petoskey District Library initiated a strategic planning process in late spring of 2024 with the director attending a DIY strategic planning workshop through Fast Forward Libraries LLC. The first phase, Learn, included recruiting a strategic planning team and gathering information from the community, board members, and staff. The second phase, Dream, included Library Board and Staff reviewing all the information gathered in the Learn phase and creating a rough outline of strategic priorities, goals, and actions. The final phase, Do, is creating a strategic plan outline, developing plan documents, presenting the plan for Board approval and a final implementation meeting with staff.



TIMELINE

July 2024	Planning Team Kick-off
July & August 2024	Library Board and Staff each complete a SOAR analysis
Spring 2024	Completion of a user survey
Fall 2024	Completion of a non-user survey
November 2024	5 Focus Groups
December 2024	Learning report completed
January 2025	Library Board retreat
February 2025	Staff Retreat
February 2025	Review plan outline
March 2025	Presentation of plan documents
April 2025	Implementation documents complete

PLANNING TEAM

Mary Beauchamp, Adult Services Librarian

Kim Block, Library Board President

Megan Goedge, Children's Librarian

Amy Janssens, Library Board Trustee

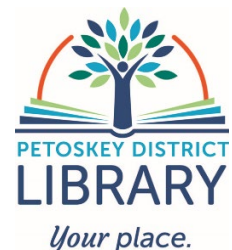
Nisa Kessler, Teen Librarian

Val Meyerson, Library Director

Garrett Muir, Community Member

Jess Smith, Friends of the Petoskey Public Library

Steve Solomon, Facilities Manager

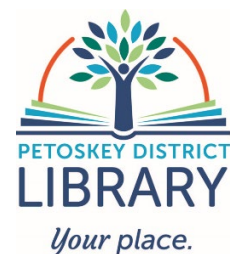


VISION

Growing a vibrant, connected community

MISSION

Providing an exceptional place to nurture knowledge and
inspire curiosity



STRATEGIC PRIORITY 1

PROTECT OUR BUILDINGS

Assess the library facilities, concentrating on usability and patron flow, and create a plan to meet the changing needs of the community now and into the future.

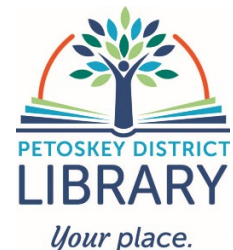
- GOAL 1** Create a three-year plan to adapt the current space in the library and the Carnegie to meet today's needs.
- GOAL 2** Create a long-term building interior use plan for both the Library and the Carnegie.
- GOAL 3** Create a comprehensive Capital Improvement Plan, incorporating long term interior goals with the current capital needs plan.

STRATEGIC PRIORITY 2

EXPAND CONNECTIONS

Expand and enrich opportunities for people to connect in meaningful ways, enhancing the library as people's third place.

- GOAL 1** Continue fostering partnerships that expand the reach of the library and promote stronger connections between differing sectors of the community.
- GOAL 2** Implement programs that support the desires of the community and expand the connections to underserved populations.
- GOAL 3** Review current marketing strategies and create an achievable plan that is reviewed on a semi-annual basis.



STRATEGIC PRIORITY 3

CARE FOR STAFF

Continue to foster a positive internal culture by providing an environment for staff to learn, grow and deliver excellent service to the community.

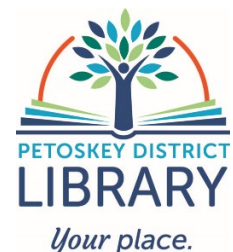
- GOAL 1** Staff members are supported and given appropriate tools to be empowered and engaged.
- GOAL 2** Library board provides adequate funding and support for staffing positions to be competitive in the Petoskey area.
- GOAL 3** Complete succession planning for key staffing roles.

STRATEGIC PRIORITY 4

CULTIVATE CURIOSITY

Facilitate easy access to resources, lifelong learning opportunities, technology and fun.

- GOAL 1** Enhance the marketing of the unique resources and services provided at the library.
- GOAL 2** Reduce wait times on popular materials by 20%.
- GOAL 3** Provide materials that mirror the community's diversity and interests in preferred formats.
- GOAL 4** Continue providing updated technology and training for staff and patrons.



NEXT STEPS

Once the plan is adopted by the Petoskey District Library Board of Trustees, the Library management team will create an action and implementation plan. The action plan will include tasks and activities that will lead toward success. Implementation of the action plan will be a continual process utilizing priorities based on need and funding. Regular review of the plan will allow for adjustments and changes to best meet the needs of the community. Evaluation and status of the plan will be reported to the Library Board on a semi-annual basis and review will be included in the annual report for the community.