

Coopersville Area District Library Strategic Plan 2025-2027

After reviewing community feedback and analyzing the data received, the director, staff, and strategic planning facilitator identified three areas of focus to direct Coopersville Area District Library's Strategic Plan. A goal was developed under each area of focus and objectives for those goals were identified for three groups of people: staff members, board members, and community members. In each step of the process, we asked ourselves how each goal and objective would connect, enrich, and empower our community. This is a summary of those goals and objectives and a draft vision statement/mission statement to direct the library for the next three years.

Vision Statement

Coopersville Area District Library provides access, creates connections, and inspires learning within our community and beyond.

Mission Statement

Our library strives to connect people to information, skills, and each other in order to enrich our community and empower individuals through access to culture, knowledge and opportunities.

Areas of Focus	Resources Programs Partnerships
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Goals and Objectives

Goal 1: Resources -- Invest in a deeper, more varied print and electronic collection

- Staff Objectives
 - Evaluate, review and weed existing collections
 - Identify new or existing areas of focus
 - Purchase new materials
 - Maintain collections
- Board Objectives
 - Budget for collection maintenance and expansion
 - Identify whether our current budget supports or sustains expansion
 - If it does not, explore alternative means for funding opportunities
- Community Objectives
 - Express interest in new collection items
 - Participate in micro surveys to help staff determine where to expand collections
 - Engage with the rest of the community in book discussions, collection and book reviews, and by completing post-program surveys to help determine whether changes are well received

Goal 2: Programming - Expand programming to meet a diverse set of community needs

- Staff Objectives
 - Evaluate and review existing programming
 - Create a staffing plan to accommodate additional programming
 - Put new programs into practice
 - Evaluate! Evaluate! Evaluate!
- Board Objectives
 - Assess whether programs are accessible (Accessible programming refers to programs that are designed to be usable by people with disabilities.)
 - Determine funding to help maintain accessibilities or to create more accessibility options
 - Budget for increased programming and increased staffing
- Community Objectives
 - Participate in micro surveys to help determine exactly which programs hold the most interest
 - Suggest programs
 - Participate in programs
 - Complete follow up surveys to help us assess which programs should continue to expand

Goal 3: Partnerships - Build and expand strong relationships and partnerships with city/township organizations, community groups, and the schools to create integrated library services and programs with the library

- Staff Objectives
 - Identify new and existing partnerships
 - Build new partnerships
 - Maintain and expand existing programs
 - Create goodwill opportunities to identify unforeseen partnerships
- Board Objectives
 - Advocacy
 - Examples include working with the director to
 - Do presentations at township or club meetings
 - Identify how other organizations you are involved with can partner with the library for programming or other resource sharing
 - Leverage personal connections in the community
- Community Objectives
 - Invite community leaders to accompany you to the library
 - Invite library staff or board members to community events where the library could make connections or share impact
 - Suggest new connections inside and outside the community