STRATEGIC PLAN

CONNECT.

ENRICH.

EMPOWER.

COOPERSVILLE AREA DISTRICT LIBRARY

2025-2027

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Introduction

Strategic Plan 2025-2027

In 2023, under the direction of the Coopersville Area District Library's board, the Library began strategic planning for the years 2025-2027. With the limitations of operating during a pandemic behind us, we are looking for new opportunities to create connections for our community and those that live within it.

Evaluation and Process

Foremost, our evaluation methods revealed that the library has strong community support for its staff and for the facility. The process also helped us identify areas in which we can enhance, improve, or create new opportunities

The Process

Gathering Community Input

The Coopersville Area District Library solicited input from the library board, the library staff, community partners, and the general public. Staff created a survey to gauge usage of the library and to determine the areas where the public would like to see improvements. One hundred and sixty-seven community members completed the survey. Nine focus groups met to determine further what our stakeholders believed we were doing well and where we could improve. The library staff had two meetings, in addition to separate meetings of the library board, community partners, and five groups of members of the general public.
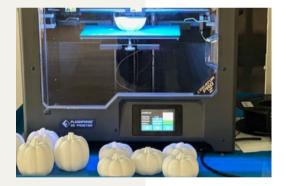
Developing Solutions

The data from the survey and focus groups was then compiled and analyzed by a committee of the Lakeland Library Cooperative director, the Coopersville Area District Library director, and library staff. The committee sought to establish specific goals and strategic areas for expansion to keep the library an integral and valued asset to our community.

Creating a Plan

We created a plan to provide the community with resources and programming that connects its members to the library and to each other over the next three years. This includes core areas of vision, goals, objectives, and staff-developed action plans with discussion and approval by the library board. The new strategic plan is available to the public and quarterly updates will be provided to the library board.

What We Heard

STAFF

Users indicated both within the survey and the focus groups a resounding support for the library staff and the library building. They truly appreciate the friendliness and helpfulness of the staff, and the availability of spaces within the library.

COLLECTION

Respondents indicated that they would appreciate an expansion of our current print and digital collections. Hoopla was mentioned many times, as was the expansion of our print collection to include more teen, tween, and story-focused children's books. Users also indicated that they would like to see a wider variety of adult offerings as well.

PROGRAMS

Community members also love the programs the library currently offers but would like to see more of them. Suggestions during the focus groups included programs for homeschoolers, programs put on with community partners, and programs serving more age groups.

LIBRARY HOURS

Some survey respondents and focus group members expressed an interest in varied or expanded hours. Since the survey did not include enough detail to determine what hours might better serve the community, this point will require further research and may be addressed in future strategic plans.

OVERALL

Staff and community partners both acknowledge we all are doing more with less and are looking for board guidance and advocacy to strengthen both relationships and funding.

Vision, Mission, & Goals

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.

Goals

- Invest in a deeper, more varied print and electronic collection
- Expand programming to meet a diverse set of community needs
- 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

Goal 1: Resources

Invest in a deeper, more varied print and electronic collection

➤ Staff Objectives

- Evaluate, review, and weed existing collection
- Identify new or existing areas to 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: Programs

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

Next Steps

To guide implementation, the library board and staff will provide input to create annual Action Plans. The Action Plans provide a list of activities designed to help the library achieve its goals and objectives. It itemizes new initiatives and tasks designed to support specific objectives which will be implemented by staff. In each step of the process, we endeavor to connect, enrich, and empower our community through items, services, and programs we offer.

The timing for certain activities will be determined by priority and influenced by various factors, such as funding and other resource allocation. Review and adjustment of the Action Plans will happen on a regular basis and board updates will be provided quarterly. To accommodate internal and external changes, the Action Plans are "living documents." They are designed to be flexible enough to accommodate revisions as needed and to respond to evolving needs, resource fluctuations, and, most importantly, continued input from the community.