



July 2022

GROSSE POINTE PUBLIC LIBRARY



STRATEGIC PLAN UPDATE



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LIBRARY



INTRODUCTION

A comprehensive five year strategic plan was completed for the Grosse Pointe Public Library (GPPL) in 2017. A strategic plan update to assess the impact and necessary course corrections resulting from the pandemic was developed in late 2020. This included significant input from staff, patrons and partners as GPPL navigated how best to meet the needs of the community. This update is a result of the annual business planning process to establish SMART (specific, measurable, attainable, realistic and time-bound) goals as the library prepares for a comprehensive 5 year strategic planning process in the fall of 2023.

SUMMARY



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2023 is a special year for the Grosse Pointe Public Library as they celebrate the Central Branch's 70th anniversary. As GPPL launches the final phase of "reimagining the library" and emerges from closures and adapted services during the pandemic, they are positioned to become a **true community hub**. The renovated spaces at Ewald and Woods branches are welcoming residents in new ways designed to better meet patron needs. The Central Annex will support patrons during the closure of the Central Branch in their temporary Kercheval Ave location. The library team has thoughtfully evaluated the changing needs of the community throughout the pandemic and is anticipating how it will **shape the future**. While the pivot to **virtual programming** was essential during the pandemic, it provides an on-going level of accessibility for patrons who may not be able to attend in-person programming. The team has also created programming and book discussions and hosted community conversations specifically designed to address **social justice issues** and support learning about anti-racism, equity and inclusion. On-going initiatives to enhance **technology** throughout the system include new equipment for patrons and expanded wifi access that also ensures equitable Internet access for all residents. Overall, the focus will continue to be on creating a collection, programming, and environment that is relevant and welcoming to all members of the community.

The team will pursue strategic initiatives that support their long-term goals and objectives as GPPL completes the renovations and prepares to reopen the Central Branch in September 2023. Below are the updated Big Hairy Audacious Goals (BHAGs).

70%+
OF THE COMMUNITY
RESIDENTS HAVE A
**LIBRARY
CARD**

GPPL IS A
**COMMUNITY
HUB** FOR
**ENTREPRENEURIAL
TRAINING AND
SUPPORT**

GPPL IS A
RECOGNIZED
STATE LEADER
IN DIVERSITY, EQUITY
AND INCLUSION
INITIATIVES

**REIMAGINED
SPACE 2.0**
IS COMPLETE

GPPL TEAM ARE
**RECOGNIZED
INDUSTRY LEADERS
AND EXPERTS**



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MISSION

To expand learning,
inspire creativity, and
connect our community.

VISION

The community's
living room for everyone
to learn, live and dream.

CORE VALUES

- **SERVICE** that delivers a world-class experience
- **ACCESS** that creates equitable opportunities across the community
- **RESOURCES** to connect people with the information they need in the format they want
- **INTELLECTUAL CURIOSITY** to encourage lifelong learning
- **RESPECT** for patrons, staff and partners
- **INNOVATION** that meets the community's changing needs
- **INCLUSION** to create a place where everyone belongs
- **KINDNESS** that honors our shared humanity





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SUCCESSES AND CHALLENGES

The team identified the key successes and challenges of the past two years as they looked forward to future opportunities that will leverage their successes and strengths and address the challenges facing the organization.

SUCCESSES

- WiFi expansion outdoors
- New personnel
- Phase I renovations in all 3 branches
- DEI statement and collection audit
- Civil Discourse programs
- Restarted in-person programming
- Authors to the Pointe and Books on the Lake
- Increased email open rates
- Bonds issued for renovations
- GPPL Foundation donation
- GPPL Friends Annual Meeting
- Central Annex facility
- Virtual programming

CHALLENGES

- COVID pandemic
- Branches closed for renovations
- Staff turnover
- Pandemic stress and fatigue for staff and patrons
- Masks controversy
- Virtual professional development vs in person
- Prep for Central renovation, closing and moving to Annex
- Supply chain for books and materials



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FOCUS 2023

In order to continue moving towards these long-term goals and objectives, the team will focus on key strategic areas and initiatives that support their achievement across the library system. Metrics reflecting the annual SMART goals will be evaluated every quarter and results shared with the staff and the Board of Trustees to create an on-going communication framework that engages the entire team and supports the long-term success of the organization.

The Team

A key priority is to strengthen the team through wellness and team building initiatives that reflect and build on the GPPL core values and guiding principles. Support for front-line employees is critical as they address the mental health needs of patrons to ensure that they are equipped to offer social work resources and access to partner organizations. Internal communications, standard operating procedures, and an updated policy manual provide the information and resources for every member of the team to excel. Access to on-going professional development for all staff offers opportunities for personal growth and exposure to best practices and innovative ideas. The GPPL Board will continue to play a critical role providing oversight and input to guide strategic decisions. Partnerships with other community nonprofits enables impact throughout the community to be maximized and overlap and redundancy minimized while leveraging resources.



Diversity, Equity and Inclusion

The staff will implement recommendations from the diversity collection audit completed in 2022. This includes acquiring new titles and subjects and creates new processes for collection development. Virtual and digital access will continue to provide services for those who cannot come into the physical library in combination with home delivery. The team will continue to evaluate and strengthen staff diversity to create a team that reflects the changing community.

Entrepreneurial Focus

This is an exciting new initiative for the library as they launch their DREAM Lab makerspace in July 2022 at the Woods branch. A makerspace librarian joined the team in June 2022 and new programming, classes, and one-on-one instruction will be available. Subject matter experts will be engaged and the library staff will be trained to use the makerspace in a variety of programming and industry segments. The team will explore and pilot



entrepreneurial programs with the Chamber of Commerce and other partners including the schools and community colleges. The team will also highlight and add resources to the collection that supports and encourages entrepreneurial initiatives.

Programming

Virtual and in-person programming will continue to offer a diverse selection of topics targeting all segments of the community. Outdoor options have been successful during Covid and will be expanded with our community partners. Civil discourse programming provides the opportunity for the community to come together and discuss issues and concerns in a collegial format. This programming includes book groups and special events with featured speakers. The library's programming is designed to support literacy and life-long learning for patrons of all ages. This is reflected in Read, Rhyme and Play, story-times, presentations, and our book discussion groups.

Marketing and Communications

The team will develop a marketing plan to celebrate Central Branch's 70th anniversary and share the rich history of the library system. The website, newsletters, and social media provide a variety of platforms to reach residents of all ages and interests and ensure patrons are updated on programs, services and the on-going construction. Campaigns to reach inactive cardholders, non-residents who work in Grosse Pointe, and private school students will support the long-term goal of increasing card holders in the community. The Teen Advisory Council offers the opportunity to connect with students and engage their voices in creating programs for middle and high school students.

Technology

The library has focused on improving and increasing the technology that is available throughout the library system. Patron focused technology solutions include the introduction of self-checkout stations at all branches, Chromebooks and hot spots available for check-out, STEAM kits for youth, expanded internet capacity at Woods and Ewald branches and creation of the DREAM Lab. Internally, the technology team will increase the capability of their cloud backup facilities, upgrade and test the disaster recovery plan for technology, move the staff to the Microsoft Office 365 suite and enhance security measures and protocols.



Library Reimagined

Phase II of the Library Reimagined was approved by the Board on September 30, 2021. This included renovations at Woods that are scheduled to be complete by the end of summer 2022. The ground-breaking for the Central Branch renovation in June 2022 launched a major update for this historic landmark. These renovations include fire suppression, a new elevator, ADA compliant restrooms, expanded youth area, drive-through window, new program room, and a new roof. During the renovation, the Central Branch has relocated to the Central Annex on Kercheval Avenue to continue to provide resources and services to the community. The Central Branch renovation is scheduled to be completed in September 2023.



Woods Branch: Exterior - Courtyard and Entry



Woods Branch: Interior Lobby



Central Branch: Exterior - South Entry



Central Branch: Interior - Expanded Youth Services Area

