



Grosse Pointe Public Library

5-Year High-Level Strategic Plan

Adopted: June 25, 2026

Process Facilitated by:
Rob Cullin
Janet Nelson
Hillary Hentschel
ReThinking Libraries LLC

Mission-Vision-Values

MISSION

To expand learning, inspire creativity,
and connect our community

VISION

A transformative force that connects
neighborhoods, inspires discovery, and
strengthens community life

VALUES

- **Service** that delivers an experience that exceeds the expectations of patrons
- **Access** that creates opportunities for every member of the community
- **Connections** to resources, ideas, and people that enrich lives and empower discovery
- **Intellectual curiosity** that encourages lifelong learning
- **Respect** for patrons, staff, and partners
- **Innovation** to meet the community's changing needs
- **Inclusion** that creates a place where everyone feels they belong

Strategic Focus Areas



GROSSE
POINTE
PUBLIC
LIBRARY



Curated Resources

Action: Use data and patron input to improve collection development and technology resources.

Outcome: The library's resources are even more responsive to community needs, with particular emphasis on expanding high-interest collections.



Meaningful Experiences

Action: Continue to experiment with innovative and fun learning experiences for all ages to enhance the quality of life and sense of belonging.

Outcome: The library is recognized as the center for lifelong learning in the community.



Enhanced Communication

Action: Seek further improvement of internal and external communications and expand marketing and outreach opportunities.

Outcome: Everyone in the community is aware of what the library has to offer.



Connecting the Community

Action: Enhance existing partnerships and foster new connections that strengthen the community.

Outcome: Patrons have robust and meaningful opportunities to have real life interactions that foster a sense of community belonging.

Enhanced Infrastructure and Sustainability



Action: Investigate adjustments to spaces, accessibility, and public-facing technology while also exploring the Sustainable Library Initiative to improve the library's long-term environmental sustainability.

Outcome: The library further improves the patron experience with its facilities while becoming a more environmentally sustainable organization.



Action: Use data and patron input to improve collection development and technology resources.

Outcome: The Library's resources are even more responsive to community needs, with particular emphasis on expanding high-interest collections.

High-Level Initiatives:

- Return to and refine best practices for collection development.
 - Increase staffing related to bringing materials processing in-house.
 - Evaluate, maintain, and improve collections.
 - Increase the diversity of collection materials in response to the interests of the community.
 - Continue to be a leader in digital-material circulation while investigating possible additional investment to manage wait times for those materials.
-

Additional Outcomes:

- Patrons enjoy a larger array of library collections and resources, in person or online.
 - Visits to the library increase, and those who come stay longer and use more resources.
-

Aspirational Possibilities for this Focus Area:

- Assess how the development and management of the library's collection impacts environmental sustainability and how that impact can be reduced.
- Explore developing and expanding memory kits or other collections that support aging residents' needs.
- Consider gradually reducing physical collection areas with low usage and assess goals and policies governing the use of physical materials.
- Improve access to digital content (online newspapers, research tools, etc.).
- Explore reasons for the library's very high digital-usage rates and share those findings with other libraries in Michigan.
- Investigate resources to support patron interests in artificial intelligence (AI), in line with library best practices.
- Aspirational outcome: Reach elite levels of material usage across all categories (already elite for digital materials).
 - *"Elite" usage levels are defined as being in the top 2% of per capita usage levels for similarly sized libraries.*

Meaningful Experiences

Action: Continue to provide innovative and fun learning experiences for all ages to enhance the quality of life and sense of belonging in the community.

Outcome: The library is recognized as the center for lifelong learning in the community.

High-Level Initiatives:

- Increase programming topics based on patron feedback, while being careful not to duplicate efforts with other organizations in the community.
- Approach monthlong celebrations and national library initiatives with greater participation (potential examples: National Library Week, Banned Book Week, National Library Card Sign Up Month).
- Experiment with new ways to approach programming constraints, such as space limitations, scheduling of popular events, off-site programs.
- Tie together collections and programming for greater impact and increased circulation (potential examples: Tool Library and Fix-it Café, Memory Kits and Memory Café).
- Explore the financial feasibility of expanding staff/resources to increase programming and outreach services.

Additional Outcomes:

- Community attends and rates library programs as successful, impactful, and innovative.
- Patrons report a higher level of connection to the library and the community.
- Programming attendance increases.
- The library is recognized as an antidote to the loneliness epidemic by providing opportunities to have real-life interactions in a shared space.
- Program topics are responsive to patron feedback.

Aspirational Possibilities for this Focus Area:

- Through elite levels of program offerings and attendance, make the library the go-to location for those seeking experiences at all ages, further elevating the library's reputation.
- Ensure that experience offerings bring joy and meaning to all residents.
- Seek input from the community on what the library can do to help residents with AI—how it works, how they can use it, and perhaps the big-picture impact of AI on both society at large and the Grosse Pointe community in particular.
- Aspirational outcome: Reach elite levels of program attendance (per program attendance and total attendance per capita ideally).
 - *"Elite" usage levels" are defined as being in the top 2% of per capita usage levels for similarly sized libraries*

Enhanced Communication

Action: Seek further improvement of internal and external communications and expand staff marketing and outreach opportunities.

Outcome: Everyone in the community is aware of what the library has to offer.

High-Level Initiatives:

- Explore the financial feasibility of increasing staff/resources for programming, outreach, and marketing.
- Improve internal communications through meetings and other channels that prioritize onboarding and continuing education
- Focus on better job documentation and cross-training
- Implement a marketing plan that increases awareness of the library's impact and the importance of the millage, while evolving those efforts into sustained communication and engagement beyond the millage campaign.

Additional Outcomes:

- Overall library organization better supports day-to-day work and enables higher levels of effectiveness.
- Staff at all levels report a higher degree of awareness of and support for new initiatives.
- Staff reports even higher levels of job satisfaction and an increased sense of teamwork and organizational harmony.
- Staff are empowered to address organizational needs and improve internal communications.
- The library is better equipped to support expanded services for the community.
- Staff have even more access to the training, professional development, and resources they need to thrive.
- The community views the library's operations as open, transparent, and effective.
- The library is positioned for success in the campaign for a millage renewal.
- Overall awareness of library resources and services increases, and it is recognized as serving the entire community.

Aspirational Possibilities for this Focus Area:

- Explore top-employer-type initiatives that further build staff culture, empowerment, and retention.
- Adjust the format for staff meetings (examples: all librarians, all branch staff) and work to increase broader staff input and feedback on new initiatives or policy changes when appropriate.
- Offer staff training that combines fun along with learning.
- Empower staff experimentation with new formats and media for marketing materials.
- Model social media campaigns on those of successful book industry leaders.
- Regularly post library flyers at community spaces such as coffee shops, churches, and other places people frequent.

Connecting the Community

Actions: Enhance existing partnerships and foster new connections that strengthen the community.

Outcome: Everyone in the community has opportunities for real life interactions that create a sense of belonging.

High-Level Initiatives:

- Highlight the library's role as the community hub through events such as the Joiner Fair and the Community Resources page of the library's website.
 - Continue to honor and support strong existing partnerships, such as the one with the Grosse Pointe Public Schools.
 - Explore new partnership opportunities for both outreach and programming.
 - Investigate staffing models and job training/shadowing to increase capacity for community outreach, including the financial feasibility of increased staffing.
-

Additional Outcomes:

- The library is positioned for success in the campaign for a millage renewal.
 - More residents are positively and consistently impacted by library services.
 - More residents who can't currently access the library's locations nonetheless obtain resources and services.
 - Increase in community engagement with the library.
 - Increase in the number of cardholders and a decrease in lapsed/inactive cardholders.
 - Increase/maintain a high level of community members who will attest that the library system helps make Grosse Pointe a better place to live.
-

Aspirational Possibilities for this Focus Area:

- Develop outreach initiatives for new residents/cardholders (example: welcome pamphlet, library tours).
- Explore how new or existing partnerships could further enhance the library's prominence in the community.
- Expand staff presence at outreach events.
- Continue and consider increasing presentations to community groups and park visits.
- Add other local organizations' newsletters to the library Press Reader app.

Enhanced Infrastructure and Sustainability

Action: Investigate adjustments to spaces, accessibility, and public-facing technology while also exploring the Sustainable Library Initiative to improve the library's long-term environmental sustainability.

Outcome: The library further improves the patron experience in its facilities while becoming a more environmentally sustainable organization.

High-Level Initiatives:

- Enhance patron-facing technology, such as Makerspace offerings and hours, public computers, and/or Hublet tablets.
- Investigate tweaks to spaces to further improve the patron experience at each branch.
- Improve accessibility of library buildings and services, including considerations for patrons with special needs.
- Continue to proactively maintain all library buildings, including modernizing elevators and replacing outdated equipment with an emphasis on energy efficiency.

Additional Outcomes:

- Visits to the library increase, and those who come stay longer and use more physical and digital resources.
- Satisfaction with the library's facilities and spaces improves.
- Users attest to the library and its facilities being a key service and resource cornerstone of the community.
- The library's environmental footprint and impact are reduced despite its use being increased.
- A broader array of residents, especially those traditionally underserved or with social challenges, are served effectively.
- Increase/maintain a high level of community members believing that the library helps make Grosse Pointe a better place to live.

Aspirational Possibilities for this Focus Area:

- Investigate additional furniture for high-demand areas, such as individual and small-group study spaces.
- Refresh outdoor spaces with umbrellas and comfortable seating, for both daily use and programming.
- Look at possible Makerspace expansion in hours, equipment, programming, experiences, and promotion.
- Seek consistent input from users about the state of the library's physical and digital accessibility and make improvements as identified.
- Keep the library's technology up to date and ahead of user needs.
- Explore ways to adopt AI responsibly and in ways that genuinely create public value.
- Enact changes to library policies, facilities, materials management, local partnerships, etc. to make it more environmentally sound, socially equitable, and economically feasible.
- Aspirational Outcome: Reach elite levels of library visits, meeting space use, and technology use.
 - *"Elite" usage levels are defined as being in the top 2% of per capita usage levels for similarly sized libraries.*