



Strategic Plan

2024 - 2027





TABLE OF CONTENTS

Introduction	3
Process Timeline	4
Vision and Mission	5
Strategic Directions	6
Next Steps	9



INTRODUCTION

Commerce Township Community Library is a lifelong resource for its community. The library's dedicated staff, engaged patrons, and vital services create a welcoming and comfortable community space. To align its resources with the emerging priorities of the community, the library has undergone a comprehensive strategic planning process with feedback from the community and stakeholders. By implementing a new strategic plan, Commerce Township Community Library will renew its commitment to:

- Engaging with the community and providing services both within the library and through outreach to the community,
- Optimizing library spaces by assessing and developing spaces to maximize usage and comfort, and
- Developing a positive internal culture of communication and collaboration, ensuring operations are aligned with best practices.

Commerce Township Community Library initiated a strategic planning process starting in late 2023. Fast Forward Libraries LLC was engaged in November 2023 to facilitate the planning process in three phases: Learn, Dream, Do. The Learn phase entailed gathering community feedback through interviews and focus groups. In the Dream phase, the Advisory Board, Township Board, and staff held retreat sessions to discuss possible future pathways for the library. This document includes the strategic directions and goals that will guide Commerce Township Community Library through the Do phase, as the library executes its vision for the future.

PROCESS TIMELINE

November 2023 - June 2024

The Planning Team spent months learning about community needs and developing strategies to advance the library's mission over the next three years.

**Planning Team
Kick-off**

NOV

**Surveys,
Focus
groups,
Interviews**

JAN -
FEB

**Learning Report,
Retreat Sessions**

MAR

**Plan
development
and review**

APR -
MAY

**Present plan to
the Advisory
Board and
Township Board
and transition to
implementation**

JUNE

VISION

Connecting Our Community

MISSION

We welcome our community with resources and experiences to connect and grow.



ENGAGING OUR COMMUNITY

We reach out to our community in a variety of ways, expanding awareness of library services and increasing access to all the library offers.

GOALS:

- 1.1 Expand community partnerships and connections to reach more people
- 1.2 Provide robust and responsive programming to involve a variety of audiences
- 1.3 Strengthen collections and other core services to meet the diverse needs of the community
- 1.4 Increase promotion to raise awareness of the library

POTENTIAL OUTCOMES:

- Increased overall usage of the library
- Community organizations look to the library as a go-to partner
- Patrons feel that their cultures and interests are reflected in library programs
- People are more aware of what the library offers

OPTIMIZING OUR SPACE

The public library belongs to the community, and we seek to provide functional and comfortable spaces that serve many needs.

GOALS:

2.1 Optimize accessibility, utility, and comfort of library spaces to elevate the user experience

POTENTIAL OUTCOMES:

- Patrons feel welcome at the library
- Patrons indicate they are comfortable in the library
- Increased usage of currently under-used spaces
- People are satisfied with the library

DEVELOPING OUR CULTURE

We will support learning and collaboration across the organization and update procedures and policies to reflect best practices and current library trends.

GOALS:

3.1 Promote a positive culture of communication, teamwork, collaboration, and learning

3.2 Ensure the library's operations are aligned with current best practices

POTENTIAL OUTCOMES:

- Staff feel that things are running smoothly and are satisfied with their roles/work
- Informed and empowered staff provide excellent customer service
- Long-term retention of staff
- Library policies are updated
- Onboarding/orientation works well for staff and the library

NEXT STEPS

Implementation and Evaluation

Now that the purpose statement and goals have been adopted by the Commerce Township Community Library Advisory Board and Township Board, the staff will develop an activity plan to guide implementation. Implementation is a continual process. The timing of certain activities will be determined by priority and influenced by various factors, such as funding and other resource allocation. Review and adjustment of the activity plan will happen on a regular basis.

Evaluation of progress towards the goals will be ongoing once the plan implementation is underway. The status of activities and progress towards goals will be reported regularly to Trustees and stakeholders.

