



BUCHANAN DISTRICT LIBRARY STRATEGIC PLAN 2022–2027

MISSION STATEMENT

Enriching your life. Empowering our community.

VISION STATEMENT

The Buchanan District Library connects people with unbiased access to information to enhance our diverse community.

BELIEFS & CORE VALUES

- We believe the Library exists to **connect** all members of our community to information, resources, services, and one another.
- We are committed to the rights of all individuals to **access** library resources and services, and the **right to read and access information** without restriction.
- We are committed to providing services in a manner that is **unbiased** and **respectful**, promoting **equitable** access to all.
- We believe that our Library **enhances** our community through the principles of **unity, respect, inclusion, optimism, and curiosity**.
- We remain committed to **maintaining** and **improving** our collections and public spaces to benefit all members of our community.
- We believe the Library **belongs to**, and is **supported by**, all members of the Buchanan District Library community.

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PROCESS

In January of 2021, the Board of Trustees approved a process proposed by Library Director Meg Paulette to create and implement a new Strategic Plan for the Buchanan District Library. The process called for three phases: data gathering, data review and visioning, and ongoing accountability.

During the first phase, a survey was made available to all homes in the Library District through electronic and paper options. 227 responses were gathered. The library staff completed an expanded version of the same survey and a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis. This data was shared with the Board of Trustees and used to inform the discussion during a visioning session in June of 2021. The visioning session included activities with Jenifer Strauss of Story Be Told, resulting in a new Mission Statement for the Library:

Enriching your life. Empowering our Community.

In October of 2021, the Strategic Planning Ad Hoc Committee was formed, consisting of Board President Molly Thornton, Vice President Deb Miner, trustee Karen Quasny, and Library Director Meg Paulette. With the Pro Bono advising from Brian Murphy of BJM Advisory Services, Inc., the committee met several times to analyze data collected earlier in the year and new data from a survey completed by Trustees in October 2021. The Strategic Planning Ad Hoc Committee created a first draft of goals, a vision statement, and core values. The first draft was shared for review by the full board in January of 2022. The final draft was submitted to the board for approval in March of 2022.

DATA ANALYSIS

As a result of the data analysis performed by the Strategic Planning Ad Hoc Committee, several themes clearly emerged to define the future direction of the Library.

- Increased education of what the Library offers would be beneficial to our community. Increasing patrons, visits, and visibility/awareness of the library was seen as important.
- A desire for the Library to be a community hub, providing opportunities for people to create connections with each other and the wider world of information. This would include expanding programming for children, teens, and adults, and creating spaces that allow people to gather and connect with each other at the Library.
- The continued physical improvements of the Library are imperative in order to reach future goals. Of highest priority is the completion of a large community gathering/multipurpose space on the second floor of the Library building.

The community, staff, and board surveys revealed the following strengths and opportunities:

STRENGTHS

STAFF | The Library staff are seen as friendly, helpful, reliable, with a varied knowledge base, excelling in customer service and routinely going above and beyond for library patrons.

LOCATION AND BUILDING | The Library building is located centrally in the city, close to the Common, and is part of the improving downtown. The community of Buchanan is growing, and there is a sense of energy and excitement for the future of the city. The Library building has space which is currently underutilized to allow for growth of the Library.

RESOURCES & SERVICES | The Library offers a wide variety of resources and services. This includes the main collection, Local History Room, Library of Things, Interlibrary Loan lending, curbside service, and home delivery for patrons.

OPPORTUNITIES

COMMUNITY PARTNERSHIPS | The Library has the opportunity to build strong partnerships with the City of Buchanan, the downtown business community, the Buchanan Community Schools, and the residents of the library's service area, as well as develop regional partnerships with other area libraries, community colleges, local universities, and nonprofit organizations.

MARKETING | The Library has the opportunity to increase community outreach to educate the community about the resources available at the library and encourage increased usage of the library.

PROGRAMS & SERVICES | The Library has the opportunity to increase programs and services offered by partnering with area businesses, local, state, and national organizations, and individuals in the community.

Challenges were also identified:

- Space is currently limited for programs and services, as well as potential expansion of the collection.
- The potential for community growth to increase demand and outpace the ability of the Library to meet those needs.
- Limited resources, including financial, staff size/time, and interest/support from the community.

GOALS

OUTREACH

Educate the community on what the library offers, and actively seek connections and partnerships with our diverse community members.

- Increase Library usage/library visits
- Increase visibility/integration in the community
- Increase marketing, especially to non-Library users
- Strengthen and nurture community connections and partnerships
- Communicate with the community about ALL the Library offers, not just books

COMMUNITY BUILDING

Position the Buchanan District Library as the hub of our diverse community.

- Be a collaborative gathering space
- Provide access to community information
- Offer services for learning
- Provide programs for all ages and a variety of interests
- Provide public meeting space and access to technology for in-person, virtual, and hybrid meetings

SPACE

Continue the expansion and improvement of Library spaces.

- Renovate the second floor of the Library building
- Provide formal and informal community gathering spaces, including program space and quiet space
- Develop flexible makerspace for 3D printing, sewing, crafting, etc.
- Increase access to the Local History collection
- Engage in ongoing evaluation of Library spaces to meet the current needs of patrons
- Expand beyond our walls, adding outdoor spaces and signage

MEASURING SUCCESS

The Library Board of Trustees recognizes that ongoing accountability is of great importance in order to achieve the desired results of this plan. The following qualitative and quantitative measures will ensure that the goals of the Strategic Plan are met:

- The Library Board of Trustees will establish a standing Strategic Plan Committee.
- An annual survey will be made available to the community to gather public opinions pertaining to the Library's strategic planning goals. Data from the survey will be evaluated by the Director and the Strategic Plan Committee.
- The Strategic Plan Committee will meet quarterly to review Strategic Plan progress and make adjustments to the Strategic Plan as necessary.
- The Strategic Plan Committee will evaluate Library statistics such as number of Library card holders, patron visits, circulation reports, and program attendance, and make recommendations based on the data.
- The Director and the Strategic Plan Committee will expand and evaluate data collection strategies on an ongoing basis to measure Strategic Plan Goals.
- Quarterly, the Director and the Strategic Plan Committee will give Strategic Plan Goal updates to the Board of Trustees.
- The Director will create an annual report to share progress pertaining to the Library's Strategic Plan Goals with the community.
- The Strategic Plan Goals will be integrated into the Director's annual evaluation, and specific Goals will be made part of the appropriate employee's job description and evaluation.

STRATEGIC PLANNING COMMITTEE

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