



# STRATEGIC PLAN 2022-2024



PREPARED BY

**LIBRARY  
STRATEGIES**

12.2021



## MISSION

The Muskegon Area District Library connects a diverse community to resources and services that educate, inform, enrich and entertain.

## VISION

The Muskegon Area District Library is recognized as a primary resource for literacy and learning; a gathering place for families, cultural and civic life; and a contributor to the community's economic development. We ensure public sharing of digital print materials, and innovative technologies.

## VALUES

### **Access And Inclusion**

We work to ensure equal access for all. We foster and maintain a climate that is inclusive.

### **Community Focus**

We provide resources and services to meet community needs.

### **Creativity And Innovation**

We support creativity in the workplace and we innovate together to better serve the community.

### **Customer Service**

We welcome people and treat them with friendliness and respect.

### **Intellectual Freedom**

We provide information representing all points of view. We recognize each individual's right to access information. We respect the privacy of library users.

### **Stewardship**

We strive to oversee public resources efficiently and effectively.



# GOALS & STRATEGIES

## GOAL 1: EXPAND ACCESS AND AWARENESS TO LIBRARY RESOURCES AND MATERIALS

### STRATEGIES:

- Evaluate hours of operation and provide services for the community during accessible times
- Provide expanded delivery options for patrons
- Ensure that up-to-date technologies, Internet access and related assistance are available
- Increase marketing and expand outreach opportunities

## GOAL 2: UPDATE PROGRAMS, RESOURCES, AND SPACES

### STRATEGIES:

- Broaden and expand innovative program offerings for non-traditional patrons, teens, adults, or patrons experiencing barriers to library services
- Further the growth, accessibility, and awareness of digital materials
- Maintain clean, safe, and welcoming facilities and functional spaces
- Improve engagement of community partnerships, schools, and other library affiliates to provide additional programming space or specialized services





## GOAL 3: SUPPORT EQUITY, DIVERSITY, AND INCLUSION

### STRATEGIES:

- Be intentional with staff training and professional development
- Aspire to represent and reflect our community internally, with purposeful hiring
- Review and evolve the collection to reflect community needs, including adding more English-learner materials and non-English materials
- Develop new or expand current programs for under-served or under-represented populations

