



MUSKEGON AREA DISTRICT LIBRARY

Strategic Plan 2025-2028

2025 Initiatives

- I. Creating Community Focused Centers
 1. Buildings and services that foster interaction and connection
 - i. Implement new hours of service that are reflective of community use and needs
 - ii. Explore development of outdoor spaces to accentuate library experience
 - iii. Consider developing “specialized” or context specific services at some branches to attract new users and build partnership opportunities
 2. Staff Re-Development to more fully align skill sets to community needs and challenges
 - i. Develop a clear, concise set of MADL values and principles
 - ii. Restructure performance review tool to identify/assess areas for further development and growth
 - iii. Revisit job descriptions to ensure alignment with MADL/Teamsters contract
 - iv. Revisit options for supervision at branch facilities

3. Partnerships that strengthen civic engagement (voting centers, tax centers, community health centers)
 - i. Engage with community health providers to explore in-branch services to outlying communities
 - ii. Become active in voter registration/education/engagement
 - iii. Expand services for adult learning/literacy acquisition

II. Re-Telling the Library Story

1. Complete implementation of MADL's rebrand
 - i. Redo all internal/external signage/wayfinding
 - ii. Complete sunsetting of old logo/image
 - iii. Build brand beyond library user community
 - iv. Public PR campaign aimed at distinguishing MADL from other county libraries
2. Connecting with communities of non-users
 - i. Identify and locate specific demographic profiles of non-users
 - ii. Create targeted messaging, collections/services, programs to attract, retain and meet the needs of those users
 - iii. Identify and mitigate barriers impacting those users
3. Outreach campaign aimed at establishing new users
 - i. Coincides with and facilitates II.1.iii, II.2.i,
 - ii. Through internal re-org, centralize coordination of Outreach under a management team member
 - iii. Target new county residents with library messaging
 - iv. Grow early literacy initiatives through Storyville, I.1.iii and outreach efforts to capture young users and solidify behaviors
4. Diversify the existing user experience
 - i. Offer experiences at offsite locations such as State Parks, local breweries and places of interest
 - ii. Collaborate with animal adoption/rescue organizations for in branch events/experiences
 - iii. Create a collection of rotating, learning/engagement exhibits
 - iv. Use Library of Things to facilitate programming around geocaching, pickleball, and other outdoor activities

III. Reading, Literacy, Technology and Learning

1. Focus on circulation data to inform purchasing strategy
 - i. Refine use of data and reports to pinpoint need and identify growth opportunities; explore integrated inventory system
 - ii. Re-engage with ILS exploration as a solo endeavor
 - iii. Explore the feasibility of a Norton Shores centralized collection with predominantly high circ content at smaller branches
2. Create a balanced offering of literacy-based programming for all ages
 - i. Pilot a referral program for local businesses to support adults with literacy difficulties
 - ii. Develop technology skills-based learning opportunities to help individuals tackle employment barriers
 - iii. Provide access to financial literacy resources and services
3. Develop engaging, independent learning opportunities in each of our branches
 - i. In conjunction with II.4.iii, create self-directed learning opportunities that fuel discovery and engagement
 - ii. Develop exhibits or interactive displays that address current events related to nature, ecology or agriculture
4. Continue to create and implement innovative strategies to meet technology deficits throughout the County
 - i. Enhance Makerspace offerings to provide new opportunities for content creation (sound studio, digitization station)
 - ii. Pilot program that offers in-library, subscription-based software for content creation (such as Adobe Suite or Final Cut Pro)
 - iii. Take tech assistance program on the road in rural areas