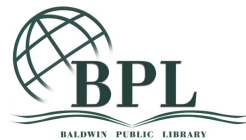




The Baldwin Public Library is always looking for input, ideas, and assistance from the community.

If you are interested in helping to bring a specific aspect of this strategic plan to life, please get in touch with Library Director Doug Koschik at 248-554-4681 or doug.koschik@baldwinlib.org.



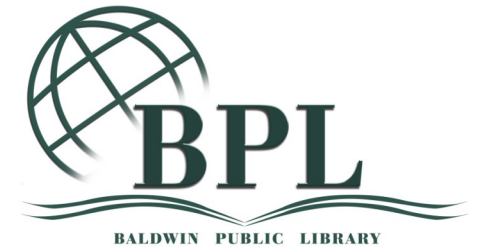
BALDWIN PUBLIC LIBRARY

300 West Merrill Street
Birmingham, Michigan
48009

Phone: 248-647-1700
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www.baldwinlib.org

BALDWIN PUBLIC LIBRARY

STRATEGIC PLAN 2011-2013



Serving the communities of
Birmingham, Beverly Hills, and
Bingham Farms

www.baldwinlib.org

BALDWIN'S STRATEGIC PLAN 2011-2013

Baldwin's strategic plan provides guidance on the Library's direction in the years ahead. The Library, with the guidance of the strategic plan, is ever changing in order to serve our communities better.

MISSION STATEMENT

The Baldwin Public Library enriches Birmingham and participating communities by providing opportunities and resources for individuals of all ages and backgrounds to learn, connect and discover.

LONG TERM VISION

The Baldwin Public Library will be an essential resource for the community and its first choice for accessing the world's knowledge.

THREE YEAR VISION

By 2013 we plan to accomplish the following:

- Balance the budget by reducing operating costs and maintaining an adequate flow of revenue.
- Maintain and improve the user experience in a difficult economic climate.
- Strengthen existing community partnerships and develop new ones.
- Utilize technology to meet user needs and aid in the delivery of library services.

CORE VALUES

We are committed to:

Intellectual Freedom

Providing unfettered access to all points of view.

Equitable and Inclusive Access

Offering a wide variety of diverse resources for all ages.

Education and Learning

Empowering individuals personally and professionally by facilitating the acquisition of credible and viable information.

Innovation

Anticipating changing customer needs with creative, relevant and timely services.

Welcoming Environment

Ensuring a respectful and safe atmosphere.

Integrity

Demonstrating responsible stewardship, transparency, ethical behavior and honesty.

Partnerships

Meeting community needs through external collaborations and internal teamwork.

Commitment to Excellence

Delivering quality services with pride in all we do.

STRATEGIC GOALS

Services and Programs

Focus on fresh, dynamic services and programs that meet Library users' changing needs.

Marketing and Public Relations

Improve marketing tools to ensure that the community is more aware of what the Baldwin Library has to offer and comes to view the Library as its first choice for accessing the world's knowledge.

Financial Stability

Develop and implement a solid financial plan that maximizes existing resources and actively pursues cost efficiencies and additional revenue streams.

Personnel and Organization

Provide the most effective governing framework, and maintain a flexible, efficiently organized management structure staffed by multi-talented professionals with active support from well-trained volunteers.

Community Relationships and Partnerships

Strengthen relationships with stakeholders and expand partnership opportunities with community organizations for everyone's mutual benefit.

Facilities and Technology

Adapt the existing facility for more flexible use and employ technology more effectively in order to improve internal operating efficiency and better serve Library patrons.