

TABLE OF CONTENTS

Summary	p. 2
Strategic Plan for 2011-2013	p. 4
Annual Report for 2009-10	p. 6
Budget Narrative	p. 7
Overview of Budgets	p. 18
Revenue Budgets	p. 19
Expense Budgets	p. 20
Budget Resolution	p. 23

FUND SUMMARY

Baldwin Public Library

The Baldwin Public Library provides informational, educational and cultural services to the residents, employees, and property owners of Birmingham, Beverly Hills and Bingham Farms. The Library's planning and budgeting process is focused on developing and offering high-quality materials and services to those in its service area, while maintaining careful control over costs.

Baldwin's mission statement was updated as part of a new strategic plan adopted in October 2010:

**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.**

The Library's strategic goal areas are:

- 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.

While Baldwin is strongly committed to investigating and applying appropriate new formats and technologies to respond to the needs of the Library user, there is still a deep commitment to providing traditional services and materials. The Library strives to keep relevant by providing online resources and the most current audiovisual formats, but pride of place still remains with books and other print materials.

The Baldwin Public Library offers a full range of programs to the communities we serve. Among these are summer reading programs, story times, book clubs, computer classes, author visits, and services to the homebound.

Memberships in local consortiums and agreements with other libraries allow the Library to make purchases cost effectively and to expand the range of materials available to residents and taxpayers. For example, the Library participates in a statewide interlibrary loan service called MeLCat, which allows resident patrons to borrow materials from hundreds of libraries throughout Michigan.

The Library's web site, www.baldwinlib.org, serves as an effective guide to the wealth of resources provided by the Library. Access to downloadable audio books, electronic books, and music and first-rate research databases brings Baldwin's resources into the homes of residents at any hour of the day. Technology training sessions provided by Library staff enable residents to make optimal use of the Library's computerized resources.

Quality service is a keystone of the Library. Baldwin has long been noted throughout the state as an exemplary and respected Library. The dedicated staff works with patrons in a friendly and welcoming manner to help them get the most out of their Library and its resources. The Library is committed to a level of service that satisfies the individual and enriches the community.

Baldwin Public Library's services are based on the following core values:

- 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.

Baldwin Public Library
2011-2013 Strategic Plan

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 and Objectives

- I. **Goal: Services and Programs**—Focus on fresh, dynamic services and programs that meet Library users' changing needs.
 - A. Determine the wants and needs of users for Library services and programs in the areas of information, education, and culture.
 - B. Coordinate services and programs within the community.
 - C. Develop and implement services and programs, based on user needs, which provide reliable information as well as educational and cultural competency.
 - D. Continually evaluate services and programs, recognizing both changes in user needs and the imperative to be forward-looking.

- II. **Goal: 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.

