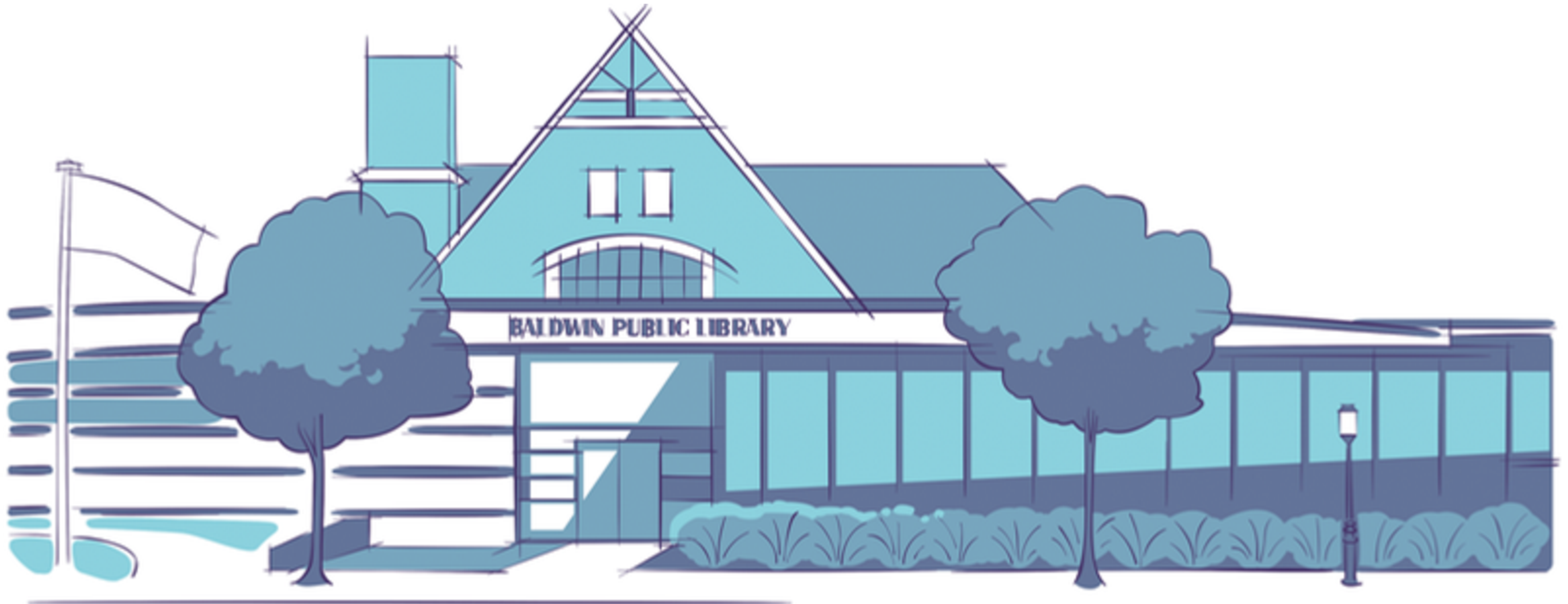

Strategic Plan 2025-2028

Baldwin Public Library



Data Gathering & Analysis

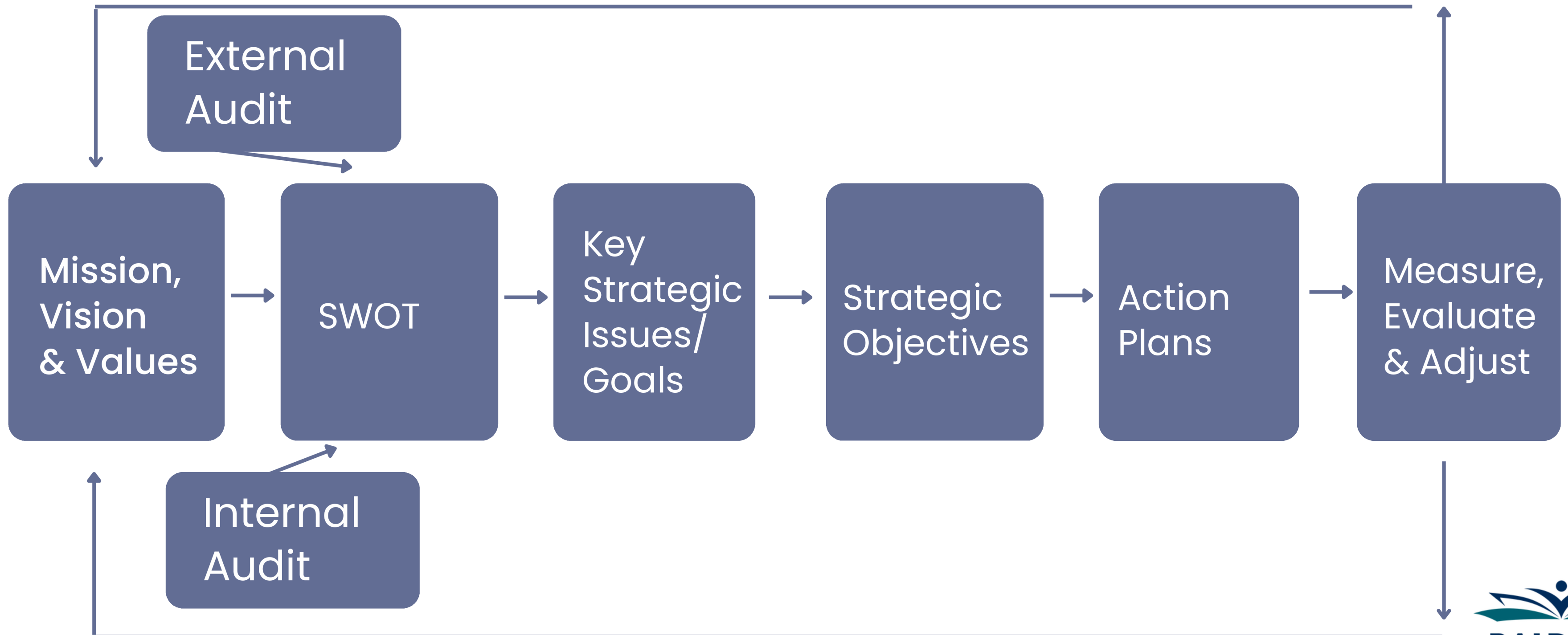
Data Gathering

- Focus Groups
- Surveys of Community & Staff
- Interviews with community leaders
- Library trends review
- Environmental scan of Census, demographics, community segments
- Benchmark data from comparable libraries

Data Analysis

- Categorized focus group and survey results
- Revised Core Values
- SWOT Analysis
- Identified Key Strategic Issues

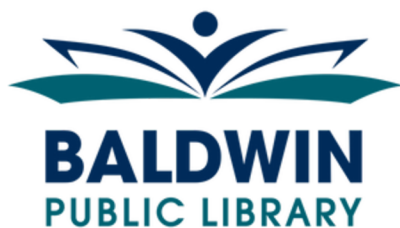
Strategic Planning Process





Mission

The Baldwin Public Library in Birmingham, Michigan enriches lives by providing opportunities and resources for everyone to learn, connect, and discover.





Vision

The Baldwin Public Library will be an essential part of the community and the first choice for access to cultural, recreational, and learning opportunities.



Core Values

Education and Lifelong Learning

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

Intellectual Freedom

Providing unfettered access to all points of view

Equitable and Diverse Access

Offering a wide variety of resources and programs for everyone

Innovation

Anticipating changing customer needs with creative, relevant, and timely offerings

Welcoming and Inclusive Environment

Ensuring a respectful and safe space for everyone

Community Partnerships

Meeting community needs by working together, seeking input, and offering assistance

Commitment to Excellence

Delivering high quality service in all we do

Integrity

Demonstrating responsible stewardship, transparency, ethical behavior, and honesty

Strategic Goals

COLLECTIONS &
SERVICES

FACILITY

MARKETING &
COMMUNICATIONS

PERSONNEL &
ORGANIZATION

FINANCIAL

Goal 1: Collections & Services

Improve collections and services to satisfy community needs and expectations

Offer services and programs to a variety of ages, at a variety of times, and in multiple formats to meet patron needs

Purchase relevant and diverse materials to meet community needs and requests

Improve technology infrastructure to support library programs and services

Goal 2: Facility

Maintain and improve the building's functionality and cleanliness

Improve the building's amenities

Make upgrades to the building to make it easier for patrons to access and use

Make safety improvements

Maintain building

Goal 3: Marketing & Communications

Improve marketing and visibility of the Library

Offer video and print tutorials to satisfy varying learning styles

Improve accessibility of website and online calendar

Improve access to and discovery of materials in library's catalog

Expand the presence of the library in the community to increase awareness and engagement

Goal 4: Personnel & Organization

Educate, train, and empower staff with tools to serve the public

Attract and retain well-qualified staff members

Support a learning culture that encourages innovation and risk-taking to develop new services and programs that meet the unique character of the communities we serve

Train, empower, and equip staff members to best support users and each other

Goal 5: Financial

Develop a plan for current and future financial needs

Solidify
independence
as an
autonomous
PA 164 10a
library

Invest in
improvements

Create a
balanced
budget that
advances the
library and is
respectful of
taxpayer
constraints

Develop
long-term
financial
plan