



MISSION, VISION & CORE VALUES



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 | Welcoming and Inclusive Environment | Intellectual Freedom | Commitment to Excellence | Equitable and Diverse Access | Innovation | Community Partnerships | Integrity

COLLECTIONS & SERVICES



Goal 1: Improve collections and services to satisfy community needs and expectations

- Added a second print release station for increased patron use
- Added a new self check station in the Teen Scene
- The dramatic play station is now available year-round in the play area
- Created a new Best Bets collection for Teens
- Conducted user surveys for the homeschool community and the disability and special needs community

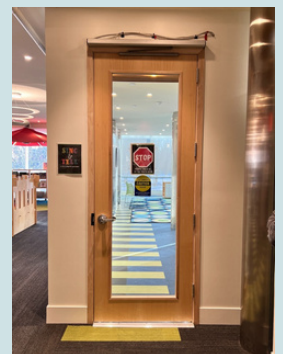


LIBRARY FACILITY



Goal 2: Maintain and improve the building's functionality and cleanliness

- Door and hardware were replaced in Grams' Discovery Room with a unit better suited to our frequent use of that space
- New walk off carpet was added to the vestibule and front entry to better manage salt in the entryway
- Added sound absorption panels to study rooms
- Floor outlet, wall outlets, and new lighting added in Teen area



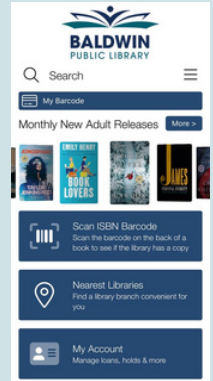


MARKETING & COMMUNICATIONS



Goal 3: Improve marketing and visibility of the Library

- Launched a new, fully accessible website in September 2025
- Debuted a new catalog app in January 2026
- Scheduled second annual Community and Resource Engagement Fair for April 11
- Presented Library 101 sessions in Fall 2025 & Winter 2026
- Hosted outreach events at the Goddard School, Midvale, Birmingham YMCA, Birmingham Optimist Club, Wee Care, Halloween Hoot, Wintermarkt



PERSONNEL & ORGANIZATION



Goal 4: Educate, train, and empower staff with tools to serve the public

- 16 staff members requested and will be able to attend national and statewide conferences in 2026
- Cameron Rooney-Crawford, Kristen Tait, and Sam Hollo were selected to present their proposed programs at the Innovative User Group conference
- Library Director Rebekah Craft awarded the 2025 Michigan Library Association's Public Librarian of the Year award



CURRENT & FUTURE FINANCIAL NEEDS



Goal 5: Develop a plan for current and future financial needs

- PINs were activated for security and budget management purposes, to ensure only valid card use for subscription services
- Conducted a salary comparison study among southeast Michigan libraries

