

Strategic Plan Summary **2019-2022**



Looking Ahead

This community has a longstanding love affair with books and learning, evidenced by the incredible efforts and dedication of many community leaders throughout more than 100 years of Library history.

We are still relevant and dynamic in our second century for two reasons. First, we are closely connected to our community. As this region has grown and changed, so have our services. And second, this community values its Library. Voters have repeatedly invested in this institution because they understand the vital role it plays for all citizens.

Some things have changed since our early years. The Library's original mission was to make books available to the public at no charge. We still have books, although now you can choose from print, audio, and electronic formats. But we also offer a dizzying array of other services and programs, arising from a rapidly growing community and changing social landscape.

The future seems to come faster each year, and the changes seem to come more rapidly, too. Our Board of Trustees completed a strategic planning process that will guide our work for the next several years. We are pleased to share the highlights with you here. We hope that you are as excited about the Library's future as we are, and partner with us as we bring it to life.

John Martin
Library Director

David De Young
President, Board of Trustees

Mission

OUR PURPOSE

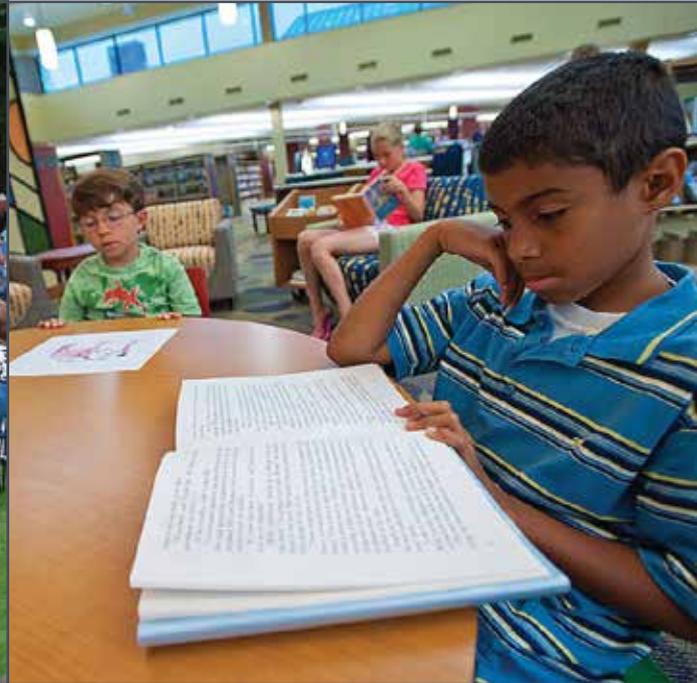
Expanding horizons. Enriching minds.
Engaging community.



Vision

HOW WE SEE THE FUTURE

Reading, learning, doing,
dreaming.



Strategic Priorities

Fill Strategic Program Needs

CURRENT REALITY

Several organizations, including the Library, fill important roles for engagement, learning, and connection in our community. However, needs continue to evolve, and the Library could play a more significant role.

STRATEGIC VISION

The Library will be the learning leader in our community, providing relevant programs and services to attract audiences of all ages. We will collaborate with other community organizations to fill specific program needs while leveraging taxpayer investments.

Reach New Audiences

CURRENT REALITY

The Library is highly valued by those who know about it, but a large part of the population is unaware of our extensive programming and services. We are also largely place-based. Community members must come to us to participate in most programs and services.

STRATEGIC VISION

We will have a robust and effective marketing plan that reaches people of all ages, and services that we can bring out to the community. More residents will understand, value, and use the services of this 21st century library.

Values

WHAT'S IMPORTANT

Inclusive

We celebrate diversity.

Equal Access

We believe in universal literacy and intellectual freedom.

Lifelong Learning

We strive to continue the ongoing learning process.

Place

We provide safe space to work, learn, play, and recharge.

Curiosity

We inspire inquisitive thinkers.

Adaptable

We embrace society's changing landscape.



Strengthen Our Core

CURRENT REALITY

The Library enjoys relative stability. Tax revenues have remained fairly consistent, staff turnover is low, and our building is structurally sound. However, we are vulnerable to changes in economic conditions, and must continually invest in staff training to stay ahead of changing market needs.

STRATEGIC VISION

We will have an engaged group of donors who help offset risk through their financial support. We will wisely steward our two most important assets by performing essential building maintenance and investing in staff development.



Organizational Leadership 2019

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407 Columbus Avenue
Grand Haven, MI 49417
616.850.6900
LoutitLibrary.org

