



Mount Clemens Public Library
Bathing in Knowledge since 1865

2024 to 2029
High-Level Strategic Plan

Adopted: August 26, 2024

Mission, Vision & Values

MISSION

Empower.
Enlighten.
Educate.
Entertain.

VISION

The heart of a dynamic community, encouraging exploration, inclusivity, and collaboration.

VALUES

Community Orientation: We cultivate resources, services, and meaningful partnerships that respond to community needs.

Welcoming Environment Our knowledgeable staff warmly invites everyone to explore our diverse resources.

Diversity: We celebrate and support a broad range of differences in our community.

Accessibility: We remove barriers and extend our services both within and beyond the Library walls.

Forward Thinking: With a spirit of adventure, we address changing needs and anticipate future opportunities.

Safety: We prioritize a safe and supportive environment for our staff and community.



Strategic Focus Areas

Help build a more connected community through active partnerships and expanded outreach with a renewed emphasis on marketing and awareness building.

- Engage and expand outreach with the Friends group, community leadership, and local partners
- Explore partnerships with organizations that provide transportation services for community members
- Increase advertisement of all services programs the library offers
- Increase fundraising efforts

Connect Community

Strengthen the alignment of resources (space, materials, technology) to the community's needs and usage.

- Update collections and spaces to best address the needs of the community
- Invest in IT and technology infrastructure
- Update outdoor spaces to align with the level of the new indoor spaces
- Align resources and spaces to the needs of the unhoused population

Optimize Resources

Expand and innovate programming and resources to create more learning and engagement opportunities.

- Expand and diversify collections that would attract new users
- Offer programs to better support parents and their children
- Develop partnerships that optimize resources and reach more residents
- Increase access to library events and social service offerings to benefit the community

Facilitate Learning

Enhance Organization

Improve organizational culture and increase staff investments and appreciation.

- Invest in training and education opportunities for staff
- Expand staffing overall and allow for additional hours
- Establish robust succession planning for all positions
- Define a communication plan that allows for staff empowerment

Help build a more connected community through active partnerships and expanded outreach with a renewed emphasis on marketing and awareness building.

- Engage and expand outreach with the Friends group, community leadership, and local partners
 - Explore partnerships with organizations that provide transportation services for community members
 - Increase advertisement of all services and programs the library offers
 - Increase fundraising efforts to further support library services and programming
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Possible Initiatives from the Strategic Retreat:

- Expand local partnerships
 - Enhance and expand marketing efforts
 - Raise the visibility of programs and events
 - Reinvigorate the Friends group
 - Better engage community leadership
 - Increase fundraising efforts
 - Expand outreach resources and efforts
 - More outreach/partnerships with transportation services for patrons/ seniors
 - Expand inclusivity efforts to make more underserved communities feel welcome
 - Brochures/info at Turning Point, local churches, local businesses, emphasize free and open nature
 - List all services on the website, social media to make people aware
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Desired Outcomes:

- Greater community awareness of library resources and services
- Increased community visits, usage, and satisfaction with the library
- Additional financial support
- Higher levels of engagement between the library and the community

Optimize Resources

Strengthen the alignment of resources (space, materials, technology) to the community's needs and usage.

- Update collections and spaces to best address the needs of the community
 - Invest in IT and technology infrastructure updates
 - Update outdoor spaces to align with the level of the new indoor spaces
 - Align resources and spaces to the needs of the unhoused population
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Possible Initiatives from the Strategic Retreat:

- Create an attractive and usable outdoor space(s) with fencing for safety
 - Improve and update physical collection
 - Increase investment in IT and technology
 - Expand the Library of Things collection
 - Adjust or rethink some spaces/allocations/configurations
 - Fix outstanding issues of renovations
 - Complete food friendly café area
 - Better homeless population resources and/or space to support their unique needs
 - Acquire new book carts
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Desired Outcomes:

- Updated facilities result in increased usage and engagement by community members
- Optimal configuration of spaces allows for more efficient use of library personnel and resources
- Investment in technology and physical collection increases usage and community satisfaction with the library

Enhance Organization

Improve organizational culture and increase staff investments and appreciation.

- Define a communication plan that allows for staff empowerment
 - Invest in training and education opportunities for staff
 - Expand staffing overall and allow for additional hours
 - Establish robust succession planning for all positions
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Possible Initiatives from the Strategic Retreat:

- Expand and increase staff training and professional development
 - Invest in staff and improve retention
 - Improve leadership engagement and communication
 - Intentional improvement of communication culture
 - Expand staffing in general
 - Expand hours through increased staffing
 - Elevate staff appreciation
 - Enhance safety and the perception of safety
 - Empower staff
 - Staff and volunteer field trips to other libraries
 - Succession planning at all levels
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Desired Outcomes:

- Improvement in job satisfaction
- Increased retention of employees across all job levels
- Broader staff access to training, professional development, and resources they need to thrive as team members
- Improvement in organizational culture

Facilitate Learning

Expand and innovate programming and resources to create more learning and engagement opportunities.

- Offer more programs to better support parents and their children
 - Develop partnerships that optimize resources and reach more residents
 - Increase access to library events and social service offerings to benefit the community
 - Expand and diversify collections that would attract new users
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Possible Initiatives from the Strategic Retreat:

- Increase and/or expand partnerships related to programs
 - Offer annual library events for users and non-users
 - Expand social service offerings
 - Expand and diversify collections
 - Increase investment in teen services
 - Evolve programs for parents to provide better access and offerings for both child and parent
 - Add more Wi-Fi hotspots
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Desired Outcomes:

- More community members served by the library
- Community residents have easier access to learning and social service opportunities
- Increased community awareness of library resources and services
- Higher appreciation of the library by community and its residents