



Roseville Public Library's **Long-Range Plan**

to revitalize and improve library
services to the community

2023 - 2027



Developed by Library Staff, Library Patrons, and
Community Leaders within the City of Roseville

Roseville Public Library Long-Range Plan 2023-2027

Adopted by the
Roseville Public Library Board of Trustees
August 14, 2023

Long-Range Plan Facilitators:
Midwest Collaborative for Library Services
Jan Davidson

Table of Contents

Acknowledgements	3
Trustees and Long-Range Planning Committee Members	4
Executive Summary	5
Overview of the Planning Process	6-7
Long-Range Plan Overview	8-9
Measurable Indicators of Success	10-11

Acknowledgments

My thanks to the many people - Roseville residents, city employees, religious leaders, community leaders, business owners, City Council members and “super library users” who made time for the Long-Range Planning Committee members to interview them. Their comments were insightful, thoughtful and honest and are leading to positive change in the library and a clearer vision for the future.

Strong Libraries Make Strong Communities

Jacalynn Harvey, Library Director

Scott Adkins
Michael Antoine
Brenda Baker
Lyester Billhymer
Mark Blaszkowski
Zvonko Blazevski
Jennifer Boesl
Kim Bowman
Rose Coletti
Emily Collias
Jill Farrar
Sara Frederick
Eulaine Gillespie
Cathy Haugh
Luisa Hayes
Diane Johanson
Michelle Jones
Samantha Jordan

Andrew Kacir
Mary Krobock
Eric Lafata
Colleen Lafleur
Brenda Maks
Kate McGee
Patricia Myers
Pastor George Oberle
Dr. Sherill Piscopo
Katrin Rosinski
Rebecca Schaefer
Bill Shoemaker
John Surhigh
Monica Trojniak
Daniel Weed
Anthony Wekwert
Len Wekwert
Chelsae Wrone

Library Board of Trustees

Charlene Van Marcke, Chair

Sandy Scott, Vice Chair

Nina Lineberger, Secretary

Mary Ann DeKane, Trustee

Laura Wurm, Trustee

Long-Range Planning Committee

Jackie Harvey

Tracy Wilson

Sara Simich

Jason Novetsky

Sarah Marsack

Mary Ann DeKane

Sandy Scott

Caroline Wekwert

Executive Summary

OUTREACH & COMMUNITY INTEGRATION

We will build connections and strive to expand our role in the community.

PROMOTION OF LIBRARY SERVICES

We will refine and find ways to tell our story and make sure our community members understand all the ways we can support them.

ADAPTIVE SPACES

We will create flexible physical spaces that better meet the needs of those using them.

STAFF DEVELOPMENT

We will invest time, resources, and creativity into strengthening our staff.

Overview of the Planning Process

1. The Library Board approved working with consultants from the Midwest Collaborative for Library Services (MCLS) to facilitate the creation of a new strategic plan that would be based on community needs. MCLS, based in Lansing, MI, is a non-profit, member-driven organization whose mission is to facilitate sharing resources and to collaborate with other organizations to benefit Michigan and Indiana libraries. MCLS uses a planning process based on The Harwood Institute for Public Innovation's "Turning Outward" approach. "Turning Outward" is a process that entails taking steps to better understand communities; changing processes and thinking to make conversations more community-focused; being proactive to community issues; and putting community aspirations first.
2. At an initial virtual meeting with the consultants in April 2022, the Director and Assistant Director were introduced to the planning process that would be used.
3. An eight-person Long-Range Planning Committee was assembled, which included representatives from the Library Board, Library staff, and the community.
4. During a virtual Kickoff Meeting with the MCLS consultant, the Long-Range Planning Committee brainstormed a list of community leaders to interview. The participants needed to represent as many groups and stakeholders in the Roseville Public Library service area as possible.
5. Long-Range Planning Committee members were each assigned community leaders and members to interview. The interview was based on The Harwood Institute's "Ask" exercise, which entailed asking five simple questions to get a sense of people's aspirations for the community, concerns about how those aspirations differ from the current community, and how the Library might help achieve those aspirations. Thirty-seven (37) community leaders and members participated in the interviews.
6. MCLS consultants compiled the information from the community leader interviews to identify themes. This information was used to create a Community Engagement Report, summarizing the public knowledge that was gathered. This Report was given to the Long-Range Planning Committee ahead of their Planning Retreat to give context of the community's current environment and guide the planning process.
7. Roseville Public Library's Assistant Director, with guidance from MCLS, created a Benchmarking Report, comparing several data points about the library to others libraries of similar sizes and operating expenses across Michigan and nationally. This Report was also shared with the Long-Range Planning Committee to give context to the library's current state and to find opportunities for potential growth during the operationalizing stage of planning.

8. The Long-Range Planning Committee met on July 26, 2022 to review the community input and data. The Planning Committee then participated in a SOAR analysis of the library, identifying strengths, opportunities, aspirations, and desired results. The strengths helped identify the library's core values. Aspirations became the basis of the library's vision statement, and opportunities resulted in the identification of four key strategic priorities.

9. On August 26, 2022, the MCLS consultant met with key library staff at the Library to work on the creation of a tactical plan to address the key strategic directions identified by the Long-Range Planning Committee. The group answered questions for each priority: "How will the patron benefit?"; "How will the community benefit?"; "What activities might occur?"; "What will success look like?"; and "What organizational issues will need to be addressed including facilities, technology, policies, staffing, etc.?" This work created the basis for the development of goals, objectives, and activities that make up the three-year strategic plan.

Roseville Public Library

MISSION

Our mission is to serve as the cultural and information center of our community. We provide programs and materials to meet the informational, educational and recreational needs of individuals, organizations and businesses. The library is no longer merely a collection of books; we circulate a STEM and Ready to Read kits for children and Curiosity Kits and a Library of Things for adults, magazines, audio books, DVDs, music CDs and vinyl records, and video games. In addition to the items we circulate, we also provide our residents with access to the Internet via public access computers and wireless capabilities.

VISION

Roseville Public Library connects the past, present, and future and serves the needs of all by creating space for collaboration and sparking excitement about learning.

CORE VALUES

Welcoming Spaces

We offer safe, congenial, clean, and attractive indoor and outdoor spaces in a convenient location with easy parking.

Enthusiasm

Our love for our work shines through our interactions, and we desire to help find the answers our patrons seek.

Resourcefulness

We are adaptable and creative as means and needs in our community change.

Inclusion

Our well-curated collection of materials and programs represents the broad viewpoint of our community and strives to offer something for everyone.

Authenticity

We understand and respect our community's history, present, and aspirations for the future and strive to meet and serve them right where they are.

Exceptional Service

Our staff hold a shared purpose of providing professional, friendly, helpful service to all.

KEY STRATEGIC FOCUS AREAS AND GOALS

Outreach & Community Integration

We will build connections and strive to expand our role in the community.

- Widen our presence in the bigger community.
- Bring the Library out to the community.

Promotion of Library Services

We will refine and find ways to tell our story and make sure our community members understand all the ways we can support them.

- Increase the community's (organizations and individuals) understanding of who we are and what we do.
- Better reflect the community's wants and needs through our programs and services.

Adaptive Spaces

We will create flexible physical spaces that better meet the needs of those using them.

- Evaluate and redesign our physical environment with an eye toward creativity, flexibility, engagement, socialization, and welcome.
- Identify and remove barriers so that the community can access materials and resources more easily.

Staff Development

We will invest time, resources, and creativity into strengthening our staff.

- Increase full-time staff positions and encourage staff longevity.
- Use creativity to increase and strengthen professional development for staff.
- Diversify the staff to better reflect the community we serve.

MEASURABLE INDICATORS OF SUCCESS

How will we know we are achieving success for this strategic area of focus?

Staff Development

Outputs:

- Increase staff (by X)
- Increase full time staff from within current staff (by X)
- Increase staff training
- Increase diversity within staff (gender, race, knowledge)

Outcomes:

- Increase morale in workplace
- Decrease staff turnaround
- Increase staff knowledge (better equipped to do job)
- Increase patron satisfaction (want to return to library)

Outreach & Community Integration

Outputs:

- Increase the number of library card registrations
- Increase library presence in community
- Increase number of partnerships
- Increase number of patrons who come back to the library
- Increase program attendance

Outcomes:

- More people in the community who have a joy/love of reading
- More people know that we're here and rely on us as a valuable asset to the community
- Develop long term relationships with community resource centers and local businesses
- More people with disabilities/time restrictions will access materials easily
- Our logo is more recognizable after patrons have been using marketing items publicly
- Local businesses & organizations trust the library as a reliable partner

Promotion of Library Services

Outputs:

- Better program attendance
- Increased gate count
- More library cards and circulation stats go up
- Positive buzz on social media
- 5 star reviews
- Millage support
- Friends group grows
- More volunteers
- Endowment Fund grows

Outcomes:

- Library seen as center and leader of the community, an essential service
- Millage support enables us to do even more to meet needs
- New generation of readers/library supporters
- Roseville becomes a more connected community

Adaptive Spaces

Outputs:

- X number of people using new space per month, X% increase following year
- X number added to new spaces annual (new tech/programs)
- X% increase for people counter
- X number increase in library card users
- X number of people attending programs in new spaces – loose line, X% increase following year

Outcomes:

- Patrons would say their experience was barrier-free
- Positive comments after programs or staff interactions
- Less instances of turning people away for lack of resources or services
- Increase in repeat attending and more regular patrons