



2025-2027

Strategic Plan

Action Items Update September 2025



**WHITE LAKE
COMMUNITY
LIBRARY**

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Overview

In January of 2025, the board approved a 3-year strategic plan with 3 main focus areas and 9 individual objectives. Staff were tasked with developing action items to help the library achieve its goals and objectives. This update is a report on those action items. It includes the ones selected so far and the progress being made on them, as well as some anticipated action items for the next two years.

The timing of certain activities will be determined by priority and influenced by various factors, such as funding and other resource allocation. Review and adjustment of the action items will happen on a regular basis and board updates will be provided at least semi-annually.

To accommodate internal and external changes, the action items are designed to be flexible enough to accommodate revisions as needed and to respond to evolving needs, resource fluctuations and most importantly, continued input from the community.



Strategic Plan

2025-2027

VISION

CONNECT, EXPLORE, AND LEARN: THE LIBRARY IS THE WELCOMING HEART OF OUR COMMUNITY AND A TRUSTED GUIDE ON THE PATHWAY TO CONNECTIONS, IDEAS, AND OPPORTUNITIES.

MISSION

WE EMPOWER OUR COMMUNITY BY PROVIDING EXPERIENCES, OPPORTUNITIES AND RESOURCES TO INSPIRE CONNECTION, EXPLORATION, AND LEARNING.

GOALS

- The library will be a central part of our community with welcoming, accessible, and sustainable spaces that are responsive to the needs of residents and visitors.
- The library will provide access to information, ideas, and opportunities in multiple formats and through various programs and events. Community needs and interests will inform our purchasing and planning.
- The library will strengthen existing partnerships and forge new collaborations to better serve the community through efficient use of resources.

GOAL 1

Building & spaces

The library will be a central part of our community with welcoming, accessible, and sustainable spaces that are responsive to the needs of residents and visitors.

Objective 1

Assess building and space utilization and pursue ways to meet community needs and enhance visitor experiences both indoors and out.

Action Items

- Evaluate building open hours; change if needed – analysis completed Fall 2025/implementing new hours proposed for Winter 2026
- Evaluate process for reserving spaces; change if needed – analysis completed Summer 2025/new online solution implemented Fall 2025
- Evaluate library seating; replace as needed – 2026
- Explore ways to add a makerspace – 2026/2027
- Explore ways to make the library more welcoming to adults and children with sensory issues and other challenges – Fall 2025 thru Spring 2026, using an LTC Accessibility Grant. Host a community discussion and use a survey to gather input. Evaluate possible solutions, implement as appropriate.

Objective 2

Explore ways to decrease energy usage and increase sustainability.

Action Items:

- Conduct a thorough energy audit – completed Spring 2025
- Implement any simple/affordable solutions – in process Fall 2025
- Pursue renewable energy options – solar panels being installed with grant funding, Fall 2025
- Plan for implementation of larger audit solutions – Winter 2026

GOAL 2

Services & Collections

The library will provide access to information, ideas, and opportunities in multiple formats and through various programs and events. Community needs and interests will inform our purchasing and planning.

OBJECTIVE 1

Develop a coordinated collection development plan that balances our physical, digital, and Library of Things collections.

Action Items

- Form Collection Development Committee – completed Spring 2025
- Purchase and utilize an online collection development tool – done Spring 2025
- Weed and Inventory entire collection – ongoing, expect to finish Winter 2026
- Evaluate spending and circulation across departments and formats; adjust budgets and offerings as needed – ongoing; currently adjusting digital newspaper subscriptions
- Find affordable ways to reduce wait times for popular titles – ongoing; currently making good progress with Overdrive Advantage for high-demand holds in Libby app.

OBJECTIVE 2

Review and update marketing and outreach plans to broaden our reach in the community and to coordinate the marketing efforts of all staff.

Action Items

- Develop Brand Kit and Style Guide- ongoing project, anticipated completion by Summer 2026
- Evaluate automated social media management options – Winter 2026
- Explore new avenues for advertising and outreach, including radio and TV – 2027

GOAL 2

Services & Collections, Continued

OBJECTIVE 3

Create continuing education plans in order to keep staff and board abreast of evolving library services.

Action Items

- Assemble Staff Continuing Education team – 2026
- Plan staff in-service trainings based on team recommendations – Winter 2026
- Develop and implement individualized continuing ed plans for staff – Fall 2026, Winter 2027
- Consult with board members for desired trainings; implement as appropriate – 2026

OBJECTIVE 4

Establish new policies and procedures to address gaps in the current policy manual, especially with regard to emergency management and succession planning.

Action Items

- Draft a succession planning policy – Fall 2025/Winter 2026
- Draft a crisis communication plan and an emergency response plan – Winter/Spring 2026
- In cooperation with Lakeland Library Cooperative, create a policy to be ready to address bed bugs in the library and/or library books. Winter/Spring 2026
- Assess policy manual for additional gaps – Ongoing

GOAL 3

Partner- ships

The library will strengthen existing partnerships and forge new collaborations to better serve the community through efficient use of resources.

OBJECTIVE 1

Seek partners/sponsors for popular annual events to ensure they can be funded and staffed for years to come.

Action Items

- Gingerbread Event – seek a partner to help with the program, and partner with the community to procure supplies – 2025
- Good Neighbor Day Dinner – Secure one or two financial sponsors – 2026
- Something New? (What else is our community looking for?)– 2027

OBJECTIVE 2

Review current partnerships and seek ways to nourish those that are mutually beneficial and improve service to the community.

Action Items

- City/DPW – meet with new manager and new DPW director to review current partnership efforts (like the solar table) and discuss ways we can help each other with other projects and routine business. – Winter 2026
- Schools – meet with new superintendent to talk about ways we can serve students and teachers, and to discuss a lawn mowing agreement – Spring 2026
- Friends Group – meet with leadership to discuss the future of the group and ways to grow back into a more active organization – Fall 2025
- HarborLight Credit Union – meet with outreach/engagement staff to discuss financial literacy partnership opportunities. – Winter/Spring 2026

OBJECTIVE 3

Explore new partnerships with groups, agencies, and businesses who share similar goals and values so that we can work together in helping our community thrive.

Action Items

- Brainstorm some possibilities and select a few options to pursue – Spring 2026
- Schedule meetings with appropriate contacts – Summer 2026