

BRIGHTON DISTRICT LIBRARY

STRATEGIC PLAN

2023-2026

Mission

[The Brighton District Library enriches lives by providing opportunities and resources for everyone to] **Connect, Grow, Discover...Together.**

Vision

We will:

- Offer outstanding resources for education, business, and leisure.
- Be a premiere community destination that is inclusive and responsive to change.
- Be an integral part of the community through outreach and engagement.
- Continuously deliver excellent customer service with compassion and integrity.

Core Values

- We believe in intellectual freedom.
- We protect everyone's right to privacy and confidentiality.
- We work hard to deliver courteous and equitable service.
- We promote literacy and lifelong learning.
- We are careful stewards of the resources entrusted to us.

Strategic Initiatives

To continue to offer high quality, relevant library services to the greater Brighton area, the Brighton District Library will embrace the following Initiatives during this planning period. Library Administration will develop Goals and Objectives in support of these Initiatives and those Goals will be evaluated on their outcomes.

Core Services

In the area of Collections, the Library will:

- Implement formal and ongoing review to assess the quality, currency and coverage of collections, and seek to identify areas where user interests may be better served.
- Be responsive to shifts in user interest and balanced in terms of diverse viewpoints.

In the area of Programs, the Library will

- Offer programs for all age groups.
- Be responsive to shifts in user interest.
- Utilize community partnerships when appropriate.

In the area of Technology, the Library will

- Implement new technology services to create more efficiencies for patrons and staff.



Brighton
District
Library

100 Library Drive Brighton, MI 48116
810-229-6571 • www.brightonlibrary.info

Facility

- Continue to improve the buildings, adding new spaces, furnishings, and décor for the better enjoyment and comfort of visitors. Additionally, the updates will reflect user interest and community needs.
- The facility will be maintained and updated to sustain an attractive and welcoming environment.
- The facility will be open to the community, with hours of operation reflecting interest and demand.

Communications

- All Library programs and services will be publicized appropriately.
- The communication strategy will seek to reach both user and non-user audiences.
- The communication strategy will be multi-media, utilizing both paid and unpaid platforms.

Community Engagement

- The Library will engage in an active outreach program to expand awareness and continue developing partnerships with local government, area schools and community organizations.
- The Library will be responsive to the shifts in public education, adapting quickly to the changing needs of our local schools.

Management/Leadership

- Management will establish and achieve annual budgets.
- Progress in each Strategic Initiative will be monitored through a dashboard of reports.
- Management will conduct professional development programs and hiring practices that offer the best opportunity to achieve these Strategic Objectives.
- The Board will actively support this Strategic Plan, including identification of, and participation in community engagement opportunities.
- The Library will seek support for programs and outreach from the Friends of the Library.