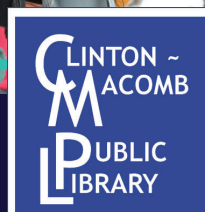




# Clinton-Macomb Public Library Strategic Plan

2023-2027



**Clinton-Macomb Public Library**  
*Inspire. Create. Dream. Learn.*



## Our Mission

Ensure CMPL is valued as an essential community service by focusing on the following strategic priorities:

1. World class customer service
2. Exceptional collections, programs, and services
3. Landmark community spaces

## Situation Analysis

The Clinton-Macomb Public Library (CMPL) is a district library serving a rapidly growing population of 185,000. Formed in 1992, CMPL serves the residents of Clinton Township and Macomb Township, with the exception of the portion in the Mount Clemens School District. CMPL's strategic plan expired in 2020, during the COVID-19 pandemic. While the library continued to serve the community as an essential service, the ability to create a useful plan during the pandemic was elusive.

In 2022, the Library Director convened a meeting of department heads to examine the previous strategic plan and embark upon the creation of a new plan to lead CMPL into 2023. The overwhelming feedback was that the last strategic plan was too rigid and staff wanted more flexibility to react quickly in a changing environment. As opposed to a checklist, the vision for the new plan focuses on strategies and investments to focus on from 2023-2027. CMPL will ensure that staff are trained to interact with customers in welcoming spaces that prioritize community needs, interests, and programs. We welcome you to join us on our journey.



# Strategic Focus 1

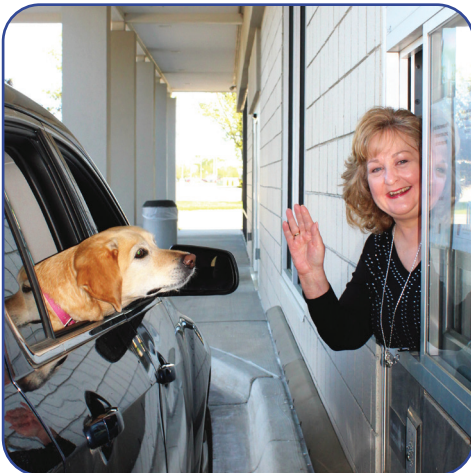
## World Class Customer Service

### Strategies and Investments

- Prioritize customers through convenient, efficient, and enjoyable experiences.
- Anticipate customers' needs, within the scope of policies, using best practices for consistent service from well-trained staff.
- Maximize opportunities for customers to access library resources inside and outside the library.

### Outcomes

- Customers are well-informed about products and services, and are happier about their library experience.
- Staff feel prepared and empowered in their roles and go above and beyond in delivering welcoming, efficient service.
- The library is viewed as an essential community service. Its reputation for excellence makes it a desirable partner at the local, state and federal level.





## Strategic Focus 2

# Exceptional Collections, Programs and Services

### Strategies and Investments

- Use data and user feedback to continuously adapt services, programs, and offerings to identify and meet changing and disparate community needs.
- Train staff to approach collection development and programming to include a wide variety of topics, genres, formats, ideas, and expressions that take into consideration the multitude of interests of the library's diverse service population.
- Connect and support people of all abilities and means through specialized services, innovation, and cutting-edge technologies.
- Be proactive in publicity and communications to ensure community awareness of services.

### Outcomes

- Members of the community feel representation in collections, programs and services.
- The library is recognized as a leader in literacy and education, social connection, and equal access.
- Community leaders perceive the library as a dynamic and essential part of the community.





# Strategic Focus 3

## Landmark Community Spaces

### Strategies and Investments

- Welcome people to safe, accessible, inclusive, inspirational, and aesthetically-pleasing environments for their enjoyment.
- Provide library spaces for both quiet and collaborative experiences.
- Evaluate the use of space on a regular basis, maintaining flexibility for spaces that can be adapted to changing needs.
- Design facilities with durability and sustainability as priorities.

### Outcome

- The library appeals to a wide variety of customers, and meets the needs of a broad cross-section of community groups.
- The library provides access to safe spaces to have open, civilized dialog about tough topics.
- The library buildings are viewed as “gems of the community” reflecting the value the community places on opportunity, learning, reading and connection for all.
- The library builds environmental sustainability awareness by example.



## Visit Us



### **Main Library**

40900 Romeo Plank Road | (586) 226-5000



### **North Branch**

54100 Broughton Rd. | (586) 226-5080



### **South Branch**

35679 South Gratiot Avenue | (586) 226-5070

### **Hours of Service**

Monday-Thursday 9 a.m. - 9 p.m.  
 Friday-Saturday 9 a.m. - 6 p.m.  
 Sunday (*Main Library only*) 12 p.m. - 6 p.m.

<http://cmpl.org>



### **Board of Trustees**

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*CMPL is funded by and serves the residents of Macomb Township and Clinton Township (except the portion in the Mount Clemens School District.)*

