

## LTL -2025 12-Month Strategic Work Plan

Strategic Focus Area: Programming, Resources, & Services							
Mission: We enrich our community by providing resources, services and spaces that foster lifelong learning, access to information, and opportunities for recreation and discovery.							
Vision: A vibrant community hub that ignites curiosity, fuels learning, and inspires wisdom for all ages.							
Initiative	Project(s)	Action Steps	Timeline	Measurements of Success	Notes/Comments	Budget / Costs	Responsible Person
Expand Teen Programming	Homework help	-Reach out to LIFT and/or NPS -Find tutors	Sept '25	Not Yet Started	could be partnered with NPS/LIFT or stand alone		Julie, Erin
	Poetry club/Poetry Out Loud	-Find out if we can register with Poetry Out Loud -Start Poetry Club	Sept '25	Not Yet Started	Possible link with LTL's April is Poetry Month programming		Julie, Erin
Expand Tween Programming	Summer Book Club	Choose book, program	Summer '25-'26	Not Yet Started	Similar to previous program		Erin, Marie Elena?
	Investigate Public Speaking Club	Reach out to LIFT	Sept '25	Not Yet Started			Erin
Better Serve our Whole Community	Determine community needs	Look into Spanish story time, find out how we can engage members of the GTB	2025	Not Yet Started	Find out whether these types of services would be wanted, appreciated		Julie, Erin
Goals							
<p><b>Foster enriching learning experiences, programs, resources, and services both within and beyond the Library's physical and digital walls, all curated to reflect the needs and expectations of township residents.</b></p> <ul style="list-style-type: none"> <li>• Recognition that improving/expanding the facility is a necessary component of the library's continuing to deliver high-quality programs that meet the level of community demand.</li> <li>• Develop a stronger commitment to youth and teen services seeking to expand the base of their use of the library.</li> <li>• Once the building is addressed further elevate adult services through programs, technology, and collections aligning with their needs.</li> <li>• Until the building is addressed seek the expansion of programming through partnerships and programs delivered at offsite locations throughout the community.</li> </ul>							
Outcomes							
<p><b>A more robust ecosystem of connections, programs, and learning opportunities for the community positioning the Library as the area's learning and cultural hub and de facto community center.</b></p> <ul style="list-style-type: none"> <li>·Increased community visits, usage, and satisfaction with the Library.</li> <li>·Community members experience a larger array of library services and resources on each visit.</li> <li>·Increased use of physical spaces and digital resources.</li> <li>·Increased community support for LTL.</li> <li>·Teens acknowledge the Library as an important part of their social and educational ecosystem.</li> <li>·The Library is seen by even more residents as "THE" place to turn to for information about where resources and solutions can be found in the area.</li> <li>·The library user base expands to more residents, especially seasonal residents.</li> <li>·Overall awareness and appreciation of how library resources and services impact and support the whole of Leelanau Township is expanded.</li> </ul>							

## LTL -2025 12-Month Strategic Work Plan

**Strategic Focus: Engagement & Awareness**

**Mission: We enrich our community by providing resources, services and spaces that foster lifelong learning, access to information, and opportunities for recreation and discovery.**

**Vision: A vibrant community hub that ignites curiosity, fuels learning, and inspires wisdom for all ages.**

Initiative	Project(s)	Action Steps	Timeline	Measurements of Success	Notes/Comments	Budget / Costs	Responsible Person
Resident Champions	Identify our champions	recruit community members, library users	June 30 '25	Not Yet Started	Reach out to folks who attended the strategic planning session last fall		Julie

### Goals

**Develop and communicate a compelling story about both the Library's impact and the limitations of its current infrastructure, inspiring strong community support and agreement for a new library facility.**

- Tell the story of a library's facility limitations, and how the building is failing the community and staff.
- Empower resident champions to tell the story broadening their engagement with and commitment to the Library.
- Show up where people live, work, and play to provide services and share the Library's story.
- Strengthen new and existing partnerships to boost visibility, engagement, and usage, fostering deeper connections and building stronger relationships throughout the township.

### Outcomes

**Elevated awareness of the Library in all corners of the community, leading to a deeper realization by more that it is a truly vital asset in need of a deeper investment to protect its positive impact on the community and its success.**

- Increased community awareness of library resources and services by residents from across the Leelanau Township Library district.
- The community is more fully aware of the library facility's severe limitations and builds commitment toward finding and funding a solution.
- Increased awareness of how the Library contributes to making Leelanau Township a great place to live.
- A core group of library advocates across all age groups become passionate about sharing the story of the Library's positive impact on the community.
- Expand existing partnerships with schools and community organizations and cultivate new partnerships to increase awareness of library resources and services.
- The Library is successful in supporting fundraising events that provide positive financial support and generate further buzz about the Library.

**LTL -2025 12-Month Strategic Work Plan**

**Strategic Focus Area: Facility and Infrastructure**

**Mission: We enrich our community by providing resources, services and spaces that foster lifelong learning, access to information, and opportunities for recreation and discovery.**

**Vision: A vibrant community hub that ignites curiosity, fuels learning, and inspires wisdom for all ages.**

Initiative	Project(s)	Action Steps	Timeline	Measurements of Success	Notes/Comments	Budget / Costs	Responsible Person(s)
New Library!	Form Planning Committee	Identify no more than 2 board members, 2 FOLTL, and 2-3 community members	March '25	In Progress	The committee will visit libraries, collect info, make a case statement, report. Ideally an architect/builder would be on the committee. Potentially find a teenager for committee for different perspective.		
	Hire consultant	identify consultants	2025	Not Yet Started			

**Goals**

**Get community-wide agreement on the need to improve access to resources, services, and spaces leading to popular support for a major facility improvement plan. A new facility should ensure all residents feel welcome and comfortable using the Library.**

- Develop a plan, supported by the community, that overcomes the Library’s physical shortcomings.
- Ensure the plan addresses the Library’s ability to provide safe and welcoming spaces for all with the technology and infrastructure to support users, both today and tomorrow.
- Address the need to provide a facility supporting the staff and their ability to effectively deliver services and resources.

**Outcomes**

**All community members can comfortably access and use the library building and services, including appropriate spaces for the patrons and the resources they need, and sufficient staff spaces and resources that allow them to effectively serve the community.**

- Overall increase in the use of library resources.
- Users experience a larger variety of library services and resources on each visit.
- Staff are more satisfied with their working environment and feel supported to do their best work, leading to higher job satisfaction and staff retention.
- The Library offers more creative and collaborative opportunities and appropriate meeting and study spaces including support for summer and after-school activities.
- The community highly utilizes and appreciates the resources and spaces.
- The library’s facility becomes a key point of pride within the community and adds additional attraction to the community as a place to live.
- Users attest to the Library and its facilities being key community service and resource cornerstones.
- Increases the level of community members who believe the Library makes Leelanau Township a great place to live.

## LTL -2025 12-Month Strategic Work Plan

Strategic Focus: Empowered & Supported Staff							
Mission: We enrich our community by providing resources, services and spaces that foster lifelong learning, access to information, and opportunities for recreation and discovery.							
Vision: A vibrant community hub that ignites curiosity, fuels learning, and inspires wisdom for all ages.							
Initiative	Project(s)	Action Steps	Timeline	Measurements of Success	Notes/Comments	Budget / Costs	Responsible Person
Full-Time Programming Staff	hire full-time programming staff	Identify preferred person to fill the job	Sept '25	Completed	Erin Connolly		Julie
	Provide training, education, resources to staff	Identify professional development opportunities for programming staff	Sept '25	Not Yet Started	use existing educational stipend		Julie, Erin
Goals							
<p><b>Ensure the well-being and effectiveness of staff by providing essential infrastructure and support, empowering them to confidently meet the community's evolving needs and cultivate the partnerships vital to a successful, community-centered library.</b></p> <ul style="list-style-type: none"> <li>•Together, leadership and staff inspire a culture of organizational excellence and shared satisfaction in the impact of their work.</li> <li>•Have staff be a key resource in seeking to address the facility needs of the Library and its users with strong support from the Library's Board of Trustees.</li> <li>•Offer comprehensive professional development and training opportunities that empower all staff in effectively advancing the Library's mission.</li> </ul>							
Outcomes							
<p><b>A professional and more empowered staff, who are better positioned to support the community and deliver needed services and resources.</b></p> <ul style="list-style-type: none"> <li>·Overall library organization and staff levels fully support day-to-day work, consistently empowering staff to do their best work and enable the highest level of effectiveness.</li> <li>·Staff report high levels of job satisfaction with a healthy organizational culture, providing all staff with what they need to drive success for themselves and LTL.</li> <li>·Staff have access to training, professional development, and resources they need to thrive as LTL team members.</li> <li>·High retention of employees who are empowered to build firm relationships with library users and partner organizations.</li> <li>·Seek to establish some opportunities for career growth within the Library, despite being a small organization.</li> <li>·The Library is seen as a friendly, welcoming place where users have their service needs met.</li> </ul>							