



LEELANAU
TOWNSHIP LIBRARY

Strategic Retreat

October 9, 2024
Mission, Vision, Values

Facilitated by
Rob Cullin & Janet Nelson



Engage | Envision | Evolve

Creating ‘Clarity’

- Mission – Why do we exist?
- Vision – What do we want to achieve?
- Values – How do we behave?
- Strategic Plan – What are our priorities and how are we going to address them?

“A mission statement is not something you write overnight... But fundamentally, your mission statement becomes your constitution, the solid expression of your vision and values. It becomes the criterion by which you measure everything else in your life.”

--Steven Covey –author, 7 Habits of Highly Effective People

“If you are working on something exciting that you really care about, you don’t have to be pushed. The visions pulls you.”

--Steve Jobs

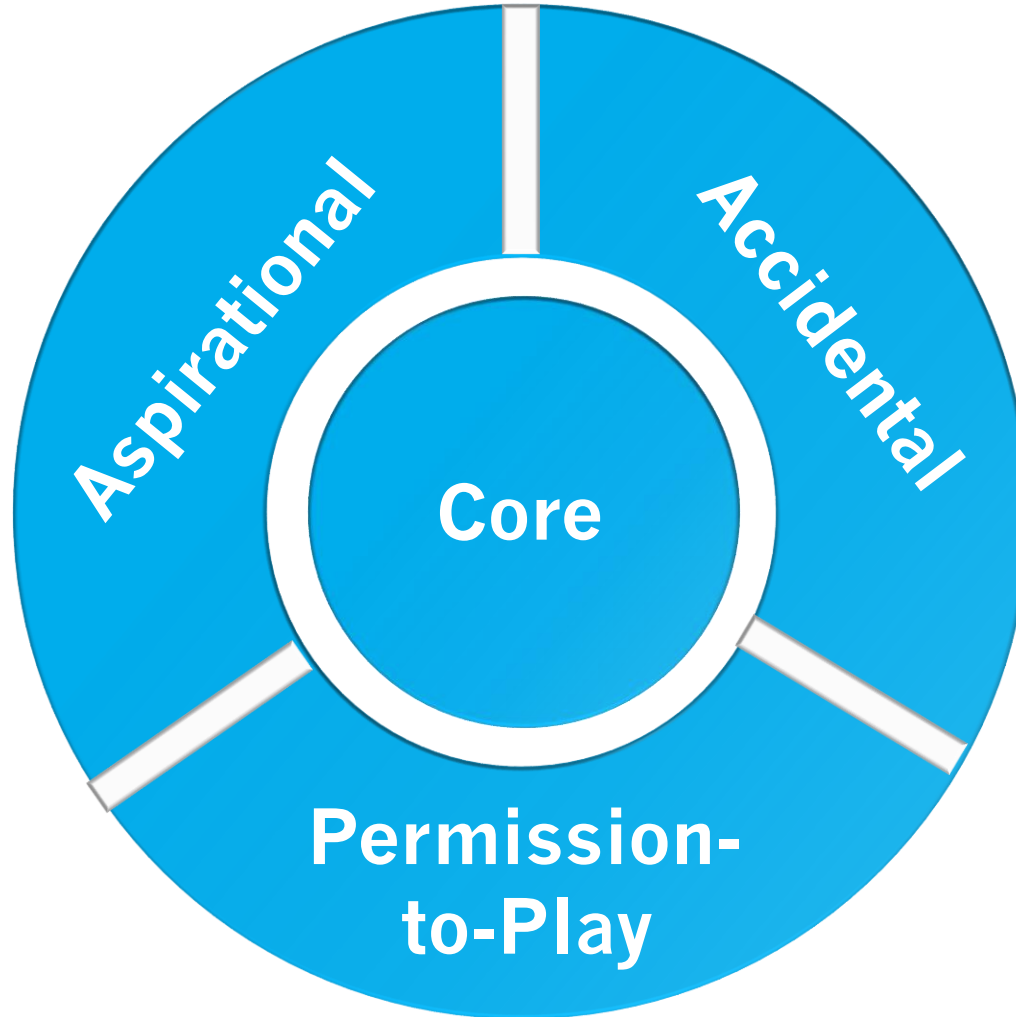
Values

- Answer “How do we behave?”
- Define culture and personality
- Convey purpose and uniqueness
- Support Mission and Vision

Types of Values

Core Values

- Heart of organization's identity
- Deeply ingrained principles
- Must already exist



- Organization lacks but needs for future success
- Must not dilute core values

- Arise spontaneously and take hold over time
- Usually reflect common interests or personalities of employees

- Minimum behavioral and social standards required
- Don't really differentiate from competition

anythink libraries, CO Values



We are guided by these shared values in everything we do:

- Compassion for our customers and for each other
- Passion for our product
- Eagerness to learn
- Everyone is creative
- Optimistic attitude – we believe that anything is possible

Saline District Library, MI Values



Welcoming—Offering an inclusive and respectful environment where everyone is welcome.

Accessibility—Ensuring the availability of spaces, resources, and services for all within and beyond the walls of the library.

Community—Creating meaningful experiences that engage, reflect and enhance community needs.

Learning—Encouraging enrichment and lifelong learning through diverse resources and programs.

Discovery—Sparking imagination and creating a sense of wonder that enriches lives.

Goal for LTL Values

- Evaluate existing values
- Finalize set of 4-7 Values
- Be sure that Values support the Leelanau Township Library Mission

The mission of the Leelanau Township Library is to provide materials and services that will contribute to the educational, informational, and recreational needs of the people we serve.

- Create context through supporting statements



Values Exercise (10 minutes)

- Think about how LTL behaves
- What are the Values that are demonstrated or important?
- Review the provided Values list
- Choose 5 Values that you feel best represent LTL
- Write each Value on a different sticky note
- Place sticky notes on the board in the area that designates the Value type (Core, Aspirational, Permission to Play, or Accidental)
- Duplicate Values within a Value type can be grouped together

Value Prompts

- Things you believe in that relate directly to the service you offer
- The work involved in providing your service
- The relationship between the people that do the work and your organization
- The relationship between the people that use what you do and your organization
- The impact you have on the community/economy that are affected by your service

LTl Values



Current Values

Currently no recorded values

Retreat Results

1. Community Oriented/Knowing Your Community/It's About People, not Things or Space/Supporting Community/"Community Enriching"/Service/Community Building/Connections-bring community members together mostly through programs & friends —16 votes
2. Interest enthusiasm of staff/Professional/Competence/Commitment —11 votes
3. Adventurous/Discovery-joy of learning and sharing/Adventurous Learning — 11 votes
4. Respectful/Empathetic/Kind/Compassionate—8 votes
5. Relevant-amazing to find such current titles so quickly—8 votes
6. Welcoming/Care-Inclusion for All/Non-judgmental—7 votes
7. Free/Accessible to All free public library—7 votes

Other Retreat Results



Retreat Results

- Open-minded- 1 vote
- Learning/Education-oriented—4 votes

Mission vs. Vision

Mission statements: (Why do we exist?)

- Define organizational purpose and primary objectives
- Set in the present tense
- Communicates to those inside and outside of the organization
- Tend to be short, clear and powerful.

Vision statements: (What do we want to achieve?)

- Also define organizational purpose
- Focus on goals and future aspirations
- Designed to be uplifting and inspiring
- Timeless: even if strategy changes, vision often stays the same
- Represent the outcome of a fulfilled Mission

Keys to a good Mission Statement

- Initially don't worry about word choice.
- Keep it concise. (describe the result, not all the ingredients)
- Keep it simple.
- Say it out loud. (How does it sound?)
- If no one disagrees, it is too generic.

Ultimate Goals of Statement

- Tells the world what you're doing matters.
- Leads the organization to do what matters.

Example Mission Statements

- Amazon: *“To build a place where people can come to find and discover anything they might want to buy online.”*
- Google: *“To make the world’s information universally accessible and useful.”*
- United Way: *“United Way improves lives by mobilizing the caring power of communities around the world to advance the common good.”*
- Nike: *“Bringing inspiration and innovation to every athlete* in the world.”*
**If you have a body, you are an athlete.*

Library Mission Statements

- anythink libraries, CO: *“We Open Doors for Curious Minds.”*
- Columbus Metropolitan Library System, OH: *“To INSPIRE reading, SHARE resources and CONNECT people”*
- Seattle Public Library, WA: *“The Seattle Public Library brings people, information and ideas together to enrich lives and build community.”*
- Waverly Public Library, IA: *“The Waverly Public Library is your window to information, recreation, and community.”*
- Alexandrian Public Library, IN: *“Cultivating Wonder, Learning and Community.”*
- Catawba County Library System, NC: *“We empower lives and build our community by bringing people, information, and ideas together.”*
- Cedar Falls Public Library, IA: *“Cultivating enduring pathways to experiences that inspire, enrich and captivate the imagination.”*

Prior version: The mission of the Cedar Falls Public Library is to promote literacy and to provide open access to resources which facilitate lifelong learning.

Leelanau Township Library, MI



CURRENT MISSION

The mission of the Leelanau Township Library is to provide materials and services that will contribute to the educational, informational, and recreational needs of the people we serve.

Reaction to the Mission

- *What are your first impressions of the statements?*
- *What are the initial things that you like?*
- *What do you think could be improved?*
 - Doesn't discuss community—like Catawba
 - A little generic
 - Vanilla—not memorable
 - Provide is an anchor that is not very active
 - Needs some vibrancy and snappiness
 - More exciting
 - Build, create, wonder, inspire, empower, enrich, curiosity, life-long, all ages, learning, connections,
 - Empower lifelong discovery
 - Scenic environment—marina, water, peninsula, lighthouse-illuminate
 - Illuminating learning for all
 - The place where learning and community come together
 - To provide safe and welcoming community access to a broad diversity of ideas and learning resources.

CURRENT VISION

No current vision

Thoughts for the Vision

- *What would happen to residents of the Library District if the Mission was completely fulfilled?*
- *What things are unique to the community here?*
 - Enhancing a safe, educated aware community
 - Oldest library, newest ideas
 - Heartbeat of Leelanau Township
 - Gathering place
 - Imagine if
 - Library and staff to be proud of
 - Devoted to learning and community
 - The pride of the community
 - Central space
 - More learning, more community
 - Attract those seeking knowledge and experiences
- A vibrant environment that builds/inspires community and learning
- Fun, wonder, discovery, escape, imagination
- Flow, currents, sail

Questions?

Feel free to send additional questions and comments to

RTL@ReThinkingLibraries.org

Mission Statement Prompts

■ Purpose

- What social, political, environmental, or other needs do we seek to address?
- What do we strive to create?
- What benefits do we provide?
- What is our reason for being?

■ Customers

- Who do we serve?

■ Business

- How do we serve our customers?
- What services (generally) do we provide?

■ Values

- What do we believe in?
- What motivates and inspires us?
- What is our philosophy or guiding principles?
- What is our reputation built on?

■ Uniqueness

- What makes us special?
- How are we different from other similar organizations?
- What difference would it make if we closed our doors tomorrow?

Mission/Vision Exercise (30 minutes)

- Break into your assigned groups.
- Think of “stories” that demonstrate the Library doing its best work
- Example:

“We participated in Back-to-School night at the local elementary school. Many attendees were surprised at what the Library could offer, and we signed-up 30 students and 15 parents for library cards. Many of the families began coming into the Library on a regular basis and several parents mentioned how much more their kids were reading.”

- Determine Your Cause (who, what, where), Your Actions (what you do) and Your Impact (changes for the better)
- Share stories among your group and identify Cause, Actions and Impact
- Complete one sheet per group to turn in.
- We will be sharing a few stories as a group and discussing the exercise once everyone is finished.