



STRATEGIC PLAN

2023-2025



OTSEGO
DISTRICT PUBLIC
LIBRARY

STRATEGIC PLAN

2023-2025

VISION

Innovate • Interact • Inspire

MISSION

We are a welcoming environment that enriches the community by connecting people with information, each other, and the world.

PROCESS TIMELINE

August 2022 - February 2023

The Otsego District Public Library Planning Team spent time learning about community needs and developing strategies to advance the library's mission over the next three years.

August '22	Board Kick-off Session; Board and Staff Survey
Sept. - Oct. '22	Community Survey; Patron Feedback
February '23	Board Retreat
November '22	Plan Development and Review
Dec. '22 - Jan. '23	Plan Presentation; Transition to Implementation

WHY

Otsego District Public Library is a lifelong resource for its community. The library's committed staff, engaged patrons, and essential services create a welcoming and supportive community space. To align its resources with the emerging priorities of the community, ODPL has undergone a comprehensive strategic planning process with feedback from the community and stakeholders. By implementing a new strategic plan, ODPL will be able to focus efforts on expanding community engagement and communications, ensuring accessible collections and spaces, and planning for the future by considering financial sustainability and Board and staff learning.

HOW

Otsego District Public Library initiated a strategic planning process starting in the Spring of 2022. Amanda E. Standerfer from Fast Forward Libraries LLC was engaged in May 2022 to facilitate the planning process in three phases: Learn, Dream, Do. The Learn phase entailed forming a Planning Team to guide the process, holding a Board feedback session, and conducting a community survey. In the Dream phase, the Board held a retreat and the Planning Team discussed possible future pathways for the library. This strategic plan will guide ODPL through the Do phase, as the library executes its vision for the future.

STRATEGIC DIRECTION 1

STRATEGIC PLAN
2023-2025

We seek innovative ways to connect our community with opportunities to learn and grow.

Our library is vital to the community. Community members come to use to explore interests and satisfy their curiosity. We are a go-to partner when collaborating to make the lives of our community members better. People know they can rely on the library.

Goals

- 1.1 Champion lifelong learning through engaging and enriching programs.
- 1.2 Explore and expand collaborative opportunities.
- 1.3 Reach community members through creative and strategic communications.

Potential Measures of Success

- Program attendance
- The library is a valued collaborator
- Increased awareness and usage
- People vote for the library/donate to the library

STRATEGIC DIRECTION 2

We exceed community expectations through our collections, technology, and spaces.

We seek to respond to emerging and evolving community needs for access to information and resources, technology, and spaces to connect and collaborate. We listen to our community to better understand how we can best provide access to the resources that will make their lives better.

Goals

- 2.1 Develop and expand collections based on community needs and interests.
- 2.2 Ensure access to current technology to navigate the digital world.
- 2.3 Maximize spaces for connecting, learning, and collaborating.

Potential Measures of Success

- People report being able to find what they need.
- Patrons report comfort/confidence using technology.
- More people meeting at the library, consistent use of space.
- People report satisfaction with library spaces.



STRATEGIC DIRECTION 3

We invest in the library for a vibrant future.

Our community changes constantly and the library wants to be relevant for the foreseeable future. To be viable in the future, we need to have a strong financial position and staff members and trustees with the knowledge, skills, and abilities to assist community members with their information, recreation, and technology needs.

Goals

- 3.1 Ensure financial stability for the library.
- 3.2 Foster a welcoming, friendly, and knowledgeable culture for staff and board to thrive.
- 3.3 Explore options for future growth innovation with library spaces.

Potential Measures of Success

- Excellent customer service
- Increased stability, 3-year budget projections
- Increased estate gifts and donations
- Staff retention
- Board engagement

NEXT STEPS

Implementation and Evaluation

Now that this plan has been adopted by the Otsego District Public Library Board of Trustees, the staff will develop an activity plan to guide implementation. Implementation is a continual process. 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 activity plan will happen on a regular basis.

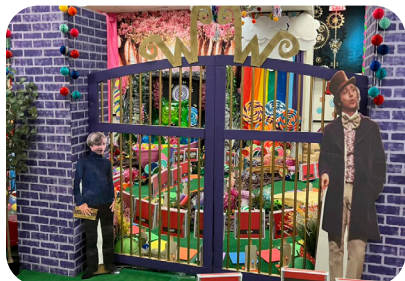
Evaluation of the plan will be ongoing once the plan implementation is underway. The status of the plan and its implementation will be reported regularly to Trustees and stakeholders.

EARLY LITERACY BASED FUNDRAISING

Each winter season the library has created an amazing life sized, interactive fundraiser with a literary theme.

These month long fundraisers are created from scratch by library staff and are sponsored by local businesses. The goal is to encourage patrons of all ages to find value in their library and help improve their library via literary fundraising.

WINTER FUNDRAISERS



Charlie and The Chocolate Factory

Based on the book by Roald Dahl

2023



Where's Waldo

Based on the books by Martin Handford

2022



The Wizard of Oz

Based on the books by Frank L. Baum

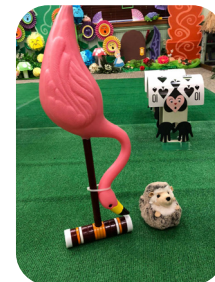
2020



Alice in Wonderland

Based on the books by Lewis Carroll

2019



Jumanji

Based on the book by Chris Van Allsburg

2018



Candyland

Based on the boardgame by Hasbro

2017



Literary Mini Golf

2016



Literary Mini Golf

2015



COMMUNITY SURVEY RESPONSES

How has the library changed your life?

"My favorite place is the library! Having my favorite authors right down the road saves me money, and gets me excited about quiet weekends."

"I have experienced different types of music through the Lyrics on the Lawn program. Alicia encouraged me to sign up for the book reading which I enjoyed. I wasn't much of a reader before that. I was so depressed when the library closed during Covid. This is my home away from home. My peaceful place."

"I get to read books that I like that my school library does not have."

"Great place to bring my baby girl, meet other parents and kids. Love the 0-5 year old programs and early literacy center."

"As a child being able to read books - a variety of books - even though we didn't have any money was important."

"The library has been the backbone of my two successful job searches in the last 10 years. Not only did I use the computer bank to search for jobs and complete all the applications one could imagine, visiting the library was the highlight of that whole process. It was a calming, welcoming environment that lifted my spirits and provided structure to my day so that I could stay focused on my goal."

"I've been bringing my now 3.5 year old son there since he was about 6 months old for classes and we've always loved it. He also loves the playroom, checking out books, and playing on the computers! I also have a baby girl now too and love bringing her as well. I hope they both love visiting for many years to come!"

"My adult transition school uses the library to teach us about community resources. We like to get out and visit the library. We walk here frequently."

"This library has been a real life treasure to our area!"

"I see the library contributing to improving quality of life through the easy availability of all services offered from birth on. I am a senior citizen, but feel literacy service is important for infants throughout one's lifetime. I've been especially pleased with the importance library staff has placed on developing programs for young children to aid them in developing gross motor, fine motor, and visual perceptual skills, which are necessary skills and influence reading ability."

"It has created opportunities for me to get to know my community and access to a whole state of books."



COMMUNITY SURVEY RESPONSES

How has the library changed your life?

"It is a comfortable place for me since I was a small child and it was a small white building downtown. I have enjoyed the quiet, peaceful times sitting and reading. From the bay windows in the little children's section to the tall skinny windows in the Farmer Street building to the comfy chairs in the current building, the Otsego Library has always served as a retreat for me."

"I love this place - so calm and cozy."

"It gave me new friends."

"We base our whole schedule around coming to the library each week so that our kids can find books and DVDs, and so they can enjoy the learning center. It's also made it much easier for me to find digital books using Hoopla, which means I can find a book the moment I hear about it."

"Our lives have been enriched by many books, fiction and non-fiction. We have saved TONS of \$\$\$ by taking advantage of your wide range of DVDs, audio books, etc. We have the FRIENDLIEST staff a library could have! If you need anything, they are there to help! We LOVE our library!!!"

"I really appreciate the MEL program and being able to go through the drive-thru pick up to pickup my books. I'm disabled and can't walk very easily, so this makes it easier for me to get books."

"Great safe places to read and browse. The staff are always helpful and kind. I like that there are no political agendas being pushed."

"When I go in there I feel welcomed and become calm."

"As a child, the library was awe inspiring. As an adult, I've taken my grandkids to give them a leg up in the world. Books can change your thought process and can inspire."

"I enjoy the convenience and privilege of having such a well stocked library with great variety. I have been at a few different libraries in the past few years due to moves, from big cities with massive collections to ones smaller than Otsego. While the large city libraries have the funds to have a huge and therefore varied collection, the smaller libraries are sometimes overstocked in some general categories and severely lacking in others. Otsego does a great job balancing the collection you have with the funds you have. I have found that no section is severely lacking, and I appreciate that you don't just have the latest and greatest best sellers, but also older books, movies, etc."

"Back in the day I used to go to the library to get on the Internet. We have checked out books and movies many times. You guys always have the latest JR Ward books! I love how easy it is to print things from my phone... so easy! Also, I love that you proctor tests and exams!!!"



COMMUNITY SURVEY RESPONSES

How has the library changed your life?

"ODPL introduced me to books on tape. It has enriched my life by offering delightful programs - like barn quilt painting. It permitted my "club" to use the large community room, free of charge. I have used the tutor rooms numerous times to meet with colleagues to discuss programming for the nonprofit organization for which I volunteer. I have enjoyed doing the free crafts ODPL hands out. I have read by the fireplace in the winter. I have used the paper punch machine in the back room. I frequent the used book room. MEL is fabulous! I attended an outdoor program (Critchlow Alligator Sanctuary) that I found to be so outstanding that I wrote a grant to bring CAS into my classroom for five consecutive years. I look forward to reading the newsletter which is always so superbly written and organized. ODPL is such a cheerful place to visit."

"Our family parked outside your building and connected to the library's Wi-Fi during lockdown for work and school because we don't have reliable internet service at home. If not for the library, our family wouldn't have been able to attend work or school."

"Just love ODPL! I LOVE the activities for toddlers and all of the books that are available for adults and children."

"ODPL, has opened new doors for my family and myself. I love this place!"

"When we retired we knew we needed good libraries (not buying books on a fixed income) and you have many of our favorite authors."

"We love the amazing selection of books and friendly staff."

"Having books available, especially VOX Books, has helped my beginning reader and has made her excited about reading."

"It provides a warm, inviting place to meet, study, explore, and reflect."

"I am able to borrow and listen to books through Hoopla and Libby which is preferable to driving back and forth to the library to look for and check out books on CD."

"By providing access to MeLCat books so that I can do academic-level research at home without traveling to a university."

"My family and I visit the library at least once a week. And we've done so since our children were babies. When our children were infants and toddlers, we would visit the children's area, have playtime in the children's room, and enjoy all the enrichment programs for the little ones. As they've grown (now teen and tween), they've continued to love visiting the library and all it has to offer. The library has provided comfort during difficult times - it was a beacon for us during the pandemic. I could go on and on. My family - WE LOVE ODPL!"

