



Brandon Township Public Library

2024-2026 Strategic Plan

Final Report

Executive Summary

In 2023, BTPL collected community surveys from 724 individuals. The data collected provided direction for the 2024-2026 strategic plan. The library strives to provide services that the community finds valuable, and the suggestions generated were essential in creating the strategic plan. We learned that most library users learn about our programs and services from the quarterly newsletter, *The Citizen*, and Facebook. The biggest reason people do not visit our library is that they have another library closer to them, or they are unsure what we have to offer. The most valuable service we provide is help from staff and programming. Physical and digital materials are deemed the most important collections provided, and comfortable areas to read, work, and study also bring people into the library.

Overall, respondents were satisfied with what the library offers. The surveys showed there was room for improvement in the following areas: the selection of digital materials, library programming, the library website, technology, and the newsletter. All of these areas of concern were addressed within the period of the strategic plan.

The staff and board were also surveyed and felt the biggest goals the library needed to focus on were marketing, technology help for patrons, programming, and staff/board relations.

Based on data collected from community, staff, and board surveys, the Library Board of Trustees held a special meeting to discuss the mission and vision statements and decided they needed refreshing to provide direction for the new strategic plan. After discussion and brainstorming, the board concluded with the following new statements.

Mission - Engage, Educate, Enrich, Empower

Vision - The Brandon Township Public Library is a leader in providing resources that support robust collections, innovative programming, and services responsive to our community in a welcoming environment.

This strategic plan was planned, formulated, and executed by the entire staff and board. This was a successful team effort that resulted in four initiatives, each with 1-3 goals. Staff was divided into rotating teams, which gave each staff member a voice in each initiative. Teams brainstormed ideas, researched them, then presented them to the management team. Management discussed each proposed initiative and considered feasibility, cost, and timeline before moving forward with viable projects. Projects were then assigned to a member of the management team for execution.

This was a very successful strategic plan. Staff embraced the opportunity to be a driving force in the future of the library, and much progress was made. As projects were completed, morale grew, and new ideas were generated. Overall, 51 initiatives were proposed, and only three were not completed and will be carried forward into the next strategic plan.

Community Profile

Brandon Township Public Library is located in a rural area in the northernmost part of Oakland County, Michigan. Our library serves 15,384 people in Brandon Charter Township, including the Village of Ortonville. Since Brandon Charter Township does not have a sewer system, the economic development of the township is stagnant, with a lack of businesses, no public transportation, and minimal access to disability services. Our service area skews older with an aging population. Outside of our local Senior Center, the closest senior assistance organization servicing our area is Area Agency on Aging 1 B in Southfield, 50 minutes from our library. Students requiring special disability services receive them at our local school, but parents have to seek additional support outside of Brandon Township. Our library began as a small one-room building located in the Village of Ortonville in 1926. Our current building was built in 2000 and opened to the public in 2001. It has an open floor plan with a youth wing and an adult wing. The entire facility was custom-built, which ensured a beautiful library that we still get complimented on to this day.

Community Overview

Brandon Charter Township (BCT) boasts a smaller but affluent and predominantly older population, reflected in its higher median household income and extraordinary 94.40% homeownership rate. The housing values for owner-occupied homes surpass state and national averages, underlining the township's economic prosperity. Notably, Brandon Township exhibits a significantly lower poverty level at 5.50%, emphasizing its socioeconomic stability compared to Michigan and the United States. This unique demographic profile shows a community with an older age group, strong emphasis on homeownership, elevated housing values, long work commutes, and a lower poverty rate, setting it apart within the state and national landscape.

US CENSUS DATA	US 2020	MI 2020	BCT 2020
Population	331,449,281	10,077,331	15,384
Median Age	39	40.3	42.2
Median Household Income	\$74,755	\$66,986	\$92,500
Homeownership	65.20%	73.20%	94.40%
Housing Value (Owner-occupied)	\$281,900	\$201,100	\$291,300
Below Poverty Level	12.60%	13.40%	5.50%
Average Family Size	3.11	3.02	3.03
Average Commute in Minutes	26.4	24.2	35

The largest age group in BCT is 65-74 years old. Followed closely by the 35-44 age group and the 45-54 age group. Together, these three age brackets account for 41% of the total demographic.

Over half of BCT has high school or some college, while a little more than 40% have higher education. This reflects a commitment to education in an intellectually enriched community that surpasses both Michigan and the United States.

In terms of racial diversity, BCT presents a population that is predominantly White, constituting 89.7% of the total population. Notably, BCT has a growing multiracial community when compared to the 2010 Census.

In the linguistic landscape of BCT, the vast majority communicates primarily in English (97.4%). The second most spoken language is Asian/Pacific Islander.

BCT displays a slightly lower disability rate than the state's and the national average. The specific difficulties faced by the disabled population in BCT are also slightly lower than both the state and national averages.

Source: United States Census Bureau, Quick Facts
Brandon Charter Township, Oakland County, Michigan; United States

Overview of Strategic Plan Goals

Our strategic plan revolved around four core focus areas, each with one to three specific goals designed to steer our library towards success within a concise three-year timeline.

Potential Activities & Measurement Approach

Assessment Strategy: Our staff will actively assess the strategic plan's progress by identifying needs, understanding them, and formulating strategies to address them promptly.

Shift from Checklist Approach: Unlike our previous plan, which relied on a rigid checklist approach for measuring progress, this strategy emphasizes ongoing assessment and adaptive decision-making throughout the three-year life span. Some of our goals may not be considered completed until we have worked through the entirety of the plan.

Flexibility & Adaptability: Recognizing the dynamic nature of our environment, we can remain agile throughout the three years. This adaptability will enable us to pivot if any activity becomes obsolete or if new activities/priorities emerge.

Measures of Success: Specific measures of success will be created for each goal by incorporating potential activities. These metrics will provide clear benchmarks and indicators of our progress towards achieving our outlined objectives.

In essence, our strategic plan was structured to drive growth and innovation within a concise timeframe, allowing us to remain responsive to changing needs and opportunities. By proactively assessing, adapting, and establishing precise measures of success, we are confident in our ability to navigate these focus areas and accomplish our goals effectively.

STRATEGIC PLAN 2024-2026



Learn & Discover

Empower the community with lifelong learning initiatives, paving the way for enriched lives and personal development.

Goal

Enhancing Lifelong Learning Initiatives



Engage & Connect

Encourage a community-centric approach, integrating library awareness to a degree that boosts and nurtures meaningful partnerships.

Goals

Community-Centric Engagement and Partnerships

Enhancing Access and Awareness of Library Resources



Inviting & Supportive

Provide a welcoming environment that prioritizes accessibility and community vibrancy.

Goals

Enhancing Facility Offerings

Improving Service Offerings



Organizational Excellence

Staff engage in and benefit from a nurturing setting, provided with essential tools and training, stimulating empowerment and role involvement.

Goals

Staff Development and Empowerment

Enhancing Staff Communication and Engagement

Strengthening Community Engagement & Social Responsibility

MISSION

ENGAGE • EDUCATE • ENRICH • EMPOWER

VISION

The Brandon Township Public Library is a leader in providing resources that support robust collections, innovative programming, and services responsive to our community in a welcoming environment.

Strategies

Learn & Discover

Empower the community with lifelong learning initiatives, paving the way for enriched lives and personal development.

Goal 1: Enhancing Lifelong Learning Initiatives

Expand and diversify educational programs catering to various age groups/ interests to foster personal growth and skill development within the community.

The following initiatives were successful in meeting this goal:

- **Quarterly Celebrity Storytime**

Local "Celebrities" attended story times to read books and discuss their occupational roles.

Community Impact:

Teaches attendees of all ages about various careers to inspire interest and foster personal growth. This program has been a huge success, and we will continue to offer one session per quarter.

- **Programs at other venues**

Expanded our programs for adult patrons to another venue besides the library and created the Booked for Lunch Book Club.

Community Impact:

Responded to community survey results and fostered personal growth through literature and personal connections. This program has been successful and will continue to meet monthly.

- **Teen gaming program initiative**

Acquired a Nintendo Switch gaming console and games. An all-ages program was offered as well as monthly Teen Lounge programs.

Community Impact:

Provided opportunities for social connection, skill-building, and experiential learning through gaming, fostering digital literacy and community engagement. This was interactive programming designed to engage teens. Programs have been well attended. Additional games were purchased, and we plan to purchase one new game every quarter, as well as continue to offer at least one program per quarter.

- **Passive sticker program**

A creative and interactive activity where patrons receive a set of stickers to place on designated squares on a poster based on color, similar to a paint-by-number. The library provided separate sticker mosaics for adults, teens, and children.

Community Impact:

This program educates children on colors, provides skill-building through dexterity, encourages participation, community engagement, and collaborative artwork in a low-pressure, self-guided format. This was a successful program and will be continued every year during summer reading.

- **Hold a Scholastic Book Fair**

The library partnered with Scholastic to sell reading and learning materials to patrons.

Community Impact:

Increased skills for a variety of age groups in an educational format. The community was very receptive, and this program will be continued biennially.

- **More senior programming**

Expanded offerings for older adults through chair yoga at the senior center, tai chi, and individual technology help programs.

Community Impact:

These programs fostered lifelong learning, confidence in technology, skill development, health literacy, and social engagement by addressing the evolving needs of seniors in the community. The library received a grant to continue these successful programs and increase the variety.

- **3-week teen cooking series**

Offered a cooking/baking program for teens.

Community Impact:

Increased skill development by teaching teens to read recipes, understand measurements, and foster personal growth by feeling confident in the kitchen. These programs were well attended and appreciated and will continue as individual classes for teens.

- **Program board/stats overhaul**

Library staff shifted programming statistics and coordination to Monday.com for streamlined reporting and newsletter integration. This change enhances consistency in tracking, reduces reporting confusion, and supports data-driven planning.

Community Impact:

This method of tracking helps staff to expand and diversify educational programs catering to various age groups and interests by making it easy for staff to see what has been offered and if it had good attendance before planning additional programs. We will continue to utilize the board

- Other initiatives that were planned and executed, but will not continue due to low participation include:

Monthly Grief Support Group

Quarterly Neurodivergent Program
Scrabble Tournament
Bike Repair program
Silent book club

Engage and Connect

Encourage a community-centric approach, integrating library awareness to a degree that boosts and nurtures meaningful partnerships.

Goal 1: Community-Centric Engagement and Partnerships

Strengthen community-centric engagement by expanding outreach to underserved populations and fostering meaningful partnerships.

The following initiatives were successful in meeting this goal:

- **Install a little free library**

A Little Free Library was purchased with funding from the FOL and installed at the township park by park staff.

Community Impact:

Expanded outreach, increased accessibility to books, promoted literacy, strengthened community partnerships, and improved public perception. It is filled bi-weekly and has been utilized by the community.

- **Add a Monday board to keep track of business partnerships**

Using our Monday software, a board was created to keep track of partnerships with local businesses, organizations, etc., ensuring that all partnerships receive appropriate recognition at the end of each year and allowing library staff to track who we already have partnerships with in the community, who is not interested in partnering, etc.

Community Impact:

This fosters meaningful partnerships by being sure to thank our community partners, not overly impose on local businesses and organizations, and ensuring library awareness and willingness to partner.

- Other initiatives that were planned and executed:

High school students and teacher connection – not successful

Southern Brandon Township services assessment committee – will continue into the next strategic plan.

Udderly creative crafts at Cooks Dairy Farm- scheduled for November

Implement a story time with Abraham Ranch- will host Celebrity Storytime

Goal 2: Enhancing Access and Awareness of Library Resources

Improve accessibility and awareness of library materials and services, focusing on removing barriers to usage and expanding outreach to non-user residents.

The following initiatives were successful in meeting this goal:

- **Mail new library cards**

Patrons that sign-up for a library card online were not coming into the library to pick it up. The library started to mail the card with our Welcome Packet. This initiative will be ongoing.

Community Impact:

Increased convenience, making new patrons aware of our materials and services, reduced barriers to usage, expanded outreach, and positive user experience.

- **Marketing committee**

The new marketing committee meets monthly to discuss social media tactics, newsletter design, outreach promotional items, new resident engagement, program awareness assessment, and website updates. This initiative will be ongoing.

Community Impact:

Enhanced visibility, improved branding, effective outreach, increased engagement, and improved awareness of library materials and services.

- **Eyes on Ortonville photo contest**

Planned and implemented a one-month photo contest inviting the community to capture and share images that highlight Ortonville's unique character. Winning entries were chosen by public vote and local "celebrity" judges. We will offer the contest every other year.

Community Impact:

Builds community pride, increases library foot traffic to improve awareness of library materials and services, and strengthens local engagement by showcasing diverse perspectives.

- **Free play group**

Planned and implemented a monthly drop-in program for children ages 5 and under with no formal structure, designed to encourage open play, social interaction, and family connection. We will continue to offer the program quarterly.

Community Impact:

Supports early childhood development, fosters community among caregivers, and introduces new patrons to library spaces, materials, and services.

- **Install a temporary sign announcing summer reading on M-15**

Installed two temporary banners visible from both directions of M-15 announcing our programs and events. This is a very sustainable way to market the library on M-15 and will be continued.

Community Impact:

Increase awareness of library programs and services.

- Other initiative planned and executed but not successful.

Punch card program

Inviting and Supportive

Provide a welcoming environment that prioritizes accessibility and community vibrancy.

Goal 1: Enhancing Facility Offerings

Optimize and enhance the library's physical environment to create a more welcoming and accommodating space for the community.

The following initiatives were successful in meeting this goal:

- **Make restrooms more accessible**

Replaced the heavy wooden restroom doors with automatic lighter doors.

Community Impact:

Compliance with ADA standards, increased inclusivity, enhanced user experience, positive public perception, making the library a more welcoming and accommodating space.

- **Refresh the youth area**

Decorated the youth area in a kid-friendly theme, including a mural, tumble blocks, converting the story room to a play room, and installing a tree bookshelf.

Community Impact:

A vibrant and engaging youth area that fosters creativity, learning, and play within the library. Enhancing aesthetic appeal to make it more welcoming, stimulating creativity, improving functionality, and increasing community engagement.

- **Obtain a new children's garden picnic table**

Replaced the aging picnic table in the children's garden with something more durable, colorful, and comfortable. A second wheelchair accessible picnic table was purchased and placed on the sidewalk at the front of the library.

Community Impact:

Provide a more enjoyable, accommodating, outdoor experience for everyone. Improved comfort, enhanced safety, and increased use.

- **Obtain a wheelchair**

The library partnered with the senior center to acquire a wheelchair and a walker for patron use while inside the building if needed.

Community Impact:

Provide a welcoming and accommodating environment for individuals with mobility challenges and ensure greater accessibility and inclusivity for all patrons.

- **Ergonomic workspace initiative**

The library acquired a standing table and portable laptop desk to provide flexible, ergonomic workspaces for patrons.

Community Impact:

This initiative promotes comfort, accessibility, and wellness while supporting diverse learning and working preferences, and optimizes the library's physical environment.

- **Visual engagement initiative**

The library placed decorations in the tower to create a vibrant and dynamic visual display.

Community Impact:

This initiative enhances the library's atmosphere, sparks curiosity, and adds a creative element to the space, optimizing the physical environment.

- **Children's garden signage**

Signage was added to identify the Children's Garden and improve visibility and wayfinding in the Youth area.

Community Impact:

Optimizing the library's physical environment to ensure patrons utilize and are aware of all the benefits within the library.

- **Heat management**

Improve thermal comfort by upgrading vents and applying UV tinting to problem areas.

Community Impact:

Enhances patron and staff comfort, reduces energy use, and addresses long-standing temperature concerns, optimizing the library's physical environment.

- **New wall in youth**

Replaced the window with a wall in the Youth area for more book display space and to improve safety.

Community Impact:

Improves overall user experience by optimizing the library's physical environment with added book display, seating, and decoration.

- **Install bookshelf end cap signage**

Remove the old shelf identifying end cap signage and replace it with signs that are easier to read. (This is still in progress)

Community Impact:

Improves accessibility, making the library more welcoming and easier to navigate.

- **Provide automatic locker holds**

Set up accounts for patrons that prefer all their requested items to be automatically put into the outdoor holds locker.

Community Impact:

Makes the library more welcoming and accommodating to patrons who use the lockers regularly. Saving them the extra step of calling or messaging staff to request their holds be put into a locker.

- **Install public device charging stations**

Device charging stations were installed in the adult and youth departments for patron usage.

Community Impact:

The ability to charge their devices in the library allows patrons to stay longer and feel more welcome, making the library more accommodating.

- Other initiatives planned and executed but not successful.

- Bench at building entrance

- Update the circulation desk so that it is more welcoming and accessible to staff and patrons – Will continue into the next strategic plan.

Goal 2: Improving Service Offerings

Enhance and diversify the library's service offerings to provide comprehensive and accessible resources that cater to the community's varied needs.

The following initiatives were successful in meeting this goal:

- **Move the talking book display**

The library relocated the Talking Book display to improve visibility and accessibility for patrons.

Community Impact:

This initiative ensures better engagement with accessible reading materials and enhances user experience.

- **Sensory kits for both public service desks**

The library partnered with KultureCity to provide sensory kits at both Public Service Desks and train staff to support patrons with sensory needs.

Community Impact:

This initiative promotes inclusivity by offering accessible resources for comfort and focus in the library environment.

Organizational Excellence

Staff engage in and benefit from a nurturing setting, provided with essential tools and training, stimulating empowerment and role involvement.

Goal 1: Staff Development and Empowerment

Empower staff to excel in their roles and contribute to organizational success.

The following initiatives were successful in meeting this goal:

- **Professional development revamp**

Changed professional development requirements from 12 hours a year to at least four "sessions" a year: one assigned by the director, one assigned by their manager, one they choose, and the Staff In-Service.

Organizational Impact:

Become a better-educated, more engaged staff. Focusing less on the quantity of hours taken and more concerned with the quality of the professional development to contribute to organizational success.

- **Paid lunches**

Changed the personnel policy so that employees working six to eight hours per day are entitled to one paid, off-duty 30-minute meal break.

Organizational Impact:

Supports staff development and empowerment; paid lunches foster a positive work environment, boosting employee morale, encouraging team collaboration, promoting overall well-being, and better customer service.

➤ Other initiative planned and executed but not successful.

Library closed for additional holidays - TBD

Goal 2: Enhancing Staff Communication and Engagement

Improve communication, trust, and role clarity within the organization to ensure effective information sharing and a cohesive work environment.

The following initiatives were successful in meeting this goal:

- **Enhance staff communication and engagement in the strategic plan**

Staff was placed into four interdepartmental brainstorming teams to complete the strategic plan goals. A new team was selected every six months, rotating staff to work on each goal.

Community Impact:

Encouraged team building and communication by working together to brainstorm and achieve goals. Empowered staff to be a part of the changes. In seeing their ideas come to fruition, morale was improved.

- **Bites with the board**

Library staff hosted this event held three times a year, providing an opportunity for board members and employees to connect over snacks in a casual and collaborative setting.

Community Impact:

Facilitates open communication between board members and staff, encouraging effective idea sharing and a cohesive work environment.

- Other initiatives planned and executed but not successful.

- Board reports

- Closing policy

Goal 3: Strengthening Community Engagement & Social Responsibility

Foster a proactive role in meeting community needs and promoting social responsibility, positioning the library as an active and supportive entity within the community.

The following initiatives were successful in meeting this goal:

- **BTPL Spirit Week**

BTPL Spirit Week, held twice a year, featured five days of themed activities designed to celebrate creativity and fun. Staff competed for a gift card, while patrons were invited to join in the excitement and participate in the festivities.

Community Impact:

BTPL Spirit Week fosters community participation, strengthens connections, highlights the library's role as a vibrant hub, and promotes positive interactions between staff and patrons while showcasing the library's commitment to social responsibility.

- Other initiatives planned and executed but not successful.

Provide on-site programming at the high/middle schools – Will continue

Balance outreach

Although not listed as official goals and objectives, the library listened to the survey respondents who indicated that there was room for improvement in the selection of digital materials, the website, and the newsletter.

The selection of digital materials was expanded exponentially with the addition of Libby Partner Libraries, Blackstone Audio, Comics Plus, and purchases made over the last three years.

We completely revamped our website, switching to the Streamline platform in the fall of 2025. This new website is user-friendly, ADA-compliant, and more visually appealing.

The library also procured a new newsletter publisher that offered more pages, custom formatting, additional activities, and better graphics, all at a substantial cost savings.

Conclusion

This strategic plan established a strong foundation for the library's continued growth, innovation, and service to the community. By prioritizing accessible resources, inclusive programming, community partnerships, and responsible stewardship of resources, the library positioned itself to meet the evolving needs of its patrons. The successful implementation of this plan depended on collaboration among library staff, leadership, stakeholders, and the community, along with regular assessment of progress and outcomes. Guided by this strategic plan, the library strengthened its role as a trusted community resource, inspired lifelong learning, fostered meaningful connections, and enhanced access to information and services for all members of the community.