



**Comstock
Township
Library**

Purpose and Goals

2024 - 2026





WHY

Comstock Township Library is a lifelong resource for its community. The library's dedicated staff, engaged patrons, and vital services create a welcoming and enriching community space. To align its resources with the emerging priorities of the community, the library has undergone a comprehensive strategic planning process with feedback from the community and stakeholders. By implementing a new strategic plan, Comstock Township Library will renew its commitment to providing responsive services both within the library and through outreach to the community, assessing and developing library spaces to maximize usage and comfort, and cultivating an internal culture of growth while developing staff and Board expertise to benefit the overall organization.

HOW

Comstock Township Library initiated a strategic planning process starting in late 2022. Amanda E. Standerfer from Fast Forward Libraries LLC was engaged in February 2023 to facilitate the planning process in three phases: Learn, Dream, Do. The Learn phase entailed gathering community feedback through interviews and focus groups. In the Dream phase, the Planning Team discussed possible future pathways for the library. This document includes the purpose statement and goals that will guide Comstock Township Library through the Do phase, as the library executes its vision for the future.

PROCESS TIMELINE

March 2023 - October 2023

The Planning Team spent months learning about community needs and developing strategies to advance the library's mission over the next three years.



PURPOSE

We welcome our community to learn, grow, and explore through a variety of resources, technology, and opportunities for lifelong learning.



ROBUST AND RELEVANT CORE SERVICES

We reach out to our community in a variety of ways, expanding awareness of library services and increasing access to all the library offers. We design and provide services that meet the diverse information needs of our community.

GOALS:

1.1 Engage and inform the community through outreach services, partnerships, and communication

1.2 Enrich lives and expand access through programs, services, and collections

POTENTIAL OUTCOMES:

- The library's influence grows
- Community partners think of the library
- Overall usage increases
- New, first-time users increase
- People feel ownership of the library and feel they are represented by library services

WELCOMING AND ACCESSIBLE SPACES

The public library belongs to the community, and we seek to provide functional and comfortable spaces that serve many needs while inspiring people to learn, grow, and explore.

GOALS:

2.1 Determine future facility needs for functionality and sustainability

2.2 Optimize spaces to inspire our community and meet their needs

POTENTIAL OUTCOMES:

- People feel welcome in the library
- People feel comfortable in the library and want to hang out
- Library spaces meet the needs of community members

A COHESIVE INTERNAL ORGANIZATION

The library thrives because of the people who dedicate their time and talents to its success. We will support the growth and development of staff and Board members, respond to staff needs, and develop relationships to benefit the library.

GOALS:

3.1 Support a culture of learning and growth

3.2 Focus on internal staffing and HR needs

3.3 Develop and leverage Board expertise

POTENTIAL OUTCOMES:

- Staff feel confident, happy, and supported in their roles
- The library has a culture of continuous improvement
- High staff retention
- Board members and library leadership work together to steward funds

NEXT STEPS

Implementation and Evaluation

Now that the purpose statement and goals have been adopted by the Comstock Township 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 progress towards the goals will be ongoing once the plan implementation is underway. The status of activities and progress towards goals will be reported regularly to Trustees and stakeholders.

