Rauchholz Memorial Library
STRATEGIC PLAN 2025-2030

Mission

Foster a love for learning by providing a comfortable community hub for information, instruction, discussion, leisure and cultural opportunities.

Vision

Educate

Empower

Enrich

Values

Welcoming Environment: inclusive and inviting for everyone

Community: we have a growing community with which we engage through expanded services and diverse collections

Partnerships: strong, years-long outreach to our local parochial schools

Innovation: we continue to offer and provide programs in our limited space and budget

Align Funding & Services



Challenge:
The financial gap between funding and expected services and expenses.

Goal:
Inform community of the gap between the services wanted/ needed and current funding available to the library.

Adapt Resources, Services & Facilities



Challenge:
Need to adjust our services , facility & resources to funding.

Goal:
Renovate current facility to expand for programming and keep service levels in line with current resources.

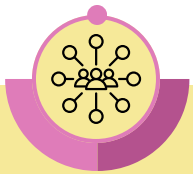
Staff Investment



Challenge:
Staff engagement, expectations, and future turnovers.

Goal:
Invest more in Library staff to align expected services/ programs to staffing size and prepare for future staff changes.

Outreach



Challenge:
Marketing the library to the community.

Goal:
Explore and develop a strong marketing plan to promote services to the community through various media options.

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RML

Educate Empower Enrich

Align Funding & Services

- **Continue** to review adequacy of the operating millage of 1988, does it provide enough for expected services
  - review actual millage funds received in last 5 years to see if trend shows funds increasing
  - community has growing housing developments in progress and planned; how does it affect millage
  - large manufacturing facility in progress; how does it affect millage

- **Communicate** to community the costs/expense of services they expect and request
  - discuss more often to the community the library's budget to educate about our funding/expenses

- **Secure** stable long-term funding with Fremont Township for their library contract
  - continue to discuss with Fremont Township's Board the option of them obtaining a millage to fund the contract

- **Review** options of programs/events in relation to funding available
  - review costs related to current programs/services
  - explore other less expensive programs/services

- **Work** with Michigan Library Association and other organizations to promote the funding needs of public libraries
  - remain a member of White Pine Library Cooperative
  - remain a member of the Michigan Library Association

Adapt Resources, Services & Facilities

- **Continue** to review yearly budget to offer the best services we can afford
  - evaluate current programs/services for attendance and usefulness

- **Explore** the option of different programs/services
  - research options for alternative programs/services

- **Increase** and maintain yearly purchasing of books to 10% of fiscal budget
  - compare actual cost of books to what is budgeted
  - plan for increase in cost of purchasing books
  - look at how increase in book pricing has lowered the actual number of books purchased with our budget

- **Renovate** current building with possible addition of community room
  - is an addition financially feasible for budget to maintain
  - is there adequate funds for building costs
  - review option of renovating existing building to see if there is space for a community room

- **Maintain** a long-term stable fund for future maintenance and repairs
  - budget a percentage of yearly budget to establish a restricted fund
  - determine an amount to maintain in this fund

Staff Investment

- **Continue** to review staffing size in relation to services expected by the Library Board and community
  - review whether staffing is appropriate size for type of library we want to be in our community
  - review if programs should be reduced or changed due to staffing numbers

- **Explore** the option to employ more staff
  - will a growing millage fund maintain current staffing costs
  - review yearly budget to see if it allows for hiring of additional staff
  - would increase in staff allow the library to maintain, or even grow programs/services offered

- **Increase** staff recognition opportunities
  - acknowledge current staff efforts and achievements

- **Continue** to review wages to remain in line with library standards and cost of living
  - review yearly what comparable libraries offer

- **Promote** additional professional development opportunities
  - have staff attend at least one in-person conference a year

- **Preparation** for long-term staff transition
  - create a transition plan for each staff position

Outreach

- **Continue** to review means of promoting the library in social media, newsprint, and more
  - review if social media is effective in reaching the community
  - explore other marketing options for sharing news
  - develop an improved newsletter

- **Continue** to brand using our logo and tagline
  - remember to use in all marketing items

- **Increase** presence of the library in our community
  - attend local community events
  - participate in Sawdust Days and Hometown Holidays
  - attend parochial and public school events, invite ourselves if needed

- **Promote the Library Board**
  - hold meet and greets at the library, local businesses, and community events

- **Maintain** and grow our current partnerships with the parochial schools
  - offer services in addition to delivering books

- **Continue** to try to develop a partnership with the public schools
  - reach out directly to the teachers
  - attend their events and share what the library offers