

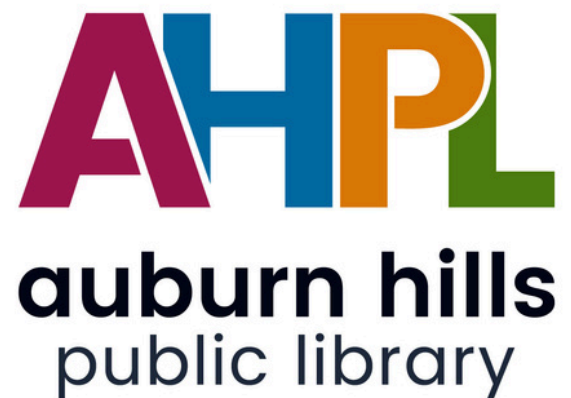


STRATEGIC PLAN

2026-2028

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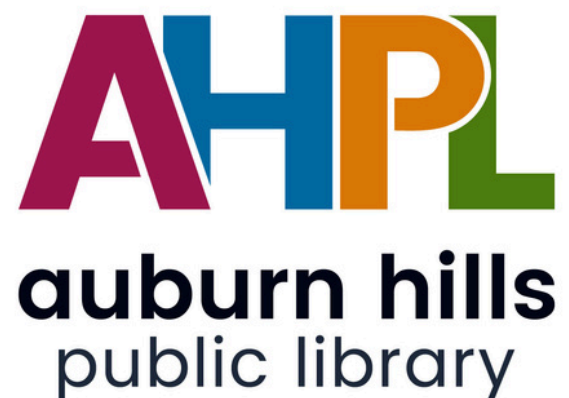


Introduction

Auburn Hills Public Library is a lifelong resource for its community. The library's dedicated staff, engaged patrons, and vital services create a welcoming and comfortable community space. To align its resources with the evolving 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, Auburn Hills Public Library will renew its commitment to:

- Connect with new and current partners and raise awareness of the library's responsive services,
- Create welcoming library spaces that inspire, and
- Empower staff and Board members to learn and grow for the betterment of the patron experience at the library.

Auburn Hills Public Library initiated a strategic planning process starting in early 2025. Fast Forward Libraries LLC was engaged in January 2025 to facilitate the planning process in three phases: Learn, Dream, Do. The Learn phase entailed gathering community feedback through a survey, focus groups, and interviews. Board and staff feedback was collected through a survey, as well. In the Dream phase, the Board and staff held retreat sessions to discuss possible future pathways for the library. This document includes the strategic directions and goals that will guide Auburn Hills Public Library through the Do phase, as the library executes its vision for the future.



Process Timeline

February 2025 – August 2025

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

**Planning Team
Kick-off**

February

**Community
Input and
Learning Report**

February to May

Retreat Sessions

June

**Plan Development
and Review**

July

**Present to the
Board, Transition
to Implementation**

August

Purpose Statement

Connect. Create. Empower.



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Strategic Directions





CONNECT AND ENGAGE THE COMMUNITY

We connect with our community in a variety of ways to ensure the library is a strong community partner. By expanding awareness of library services and providing responsive programming and collections, we increase access to all the library offers.

GOALS:

- 1.1 Build strategic relationships with current and new connections to leverage partnerships and involve local organizations
- 1.2 Expand outreach services to have an increased presence in the community and meet patrons where they are
- 1.3 Focus on creative and responsive programming and continue to provide access to diverse collections and services
- 1.4 Raise awareness of the library's services through enhanced marketing and communications

POTENTIAL OUTCOMES:

- The library is known as a go-to community partner
- Increase in first-time library users/visitors
- Increased overall library usage
- Increased knowledge of library services
- Increased feedback from patrons





CREATE LIBRARY SPACES THAT WELCOME AND INSPIRE

We provide spaces where people can meet, work, connect, or use as a quiet respite. Our spaces are comfortable and accessible for all community members, and provide opportunities for flexible services within the building and in our outdoor spaces.

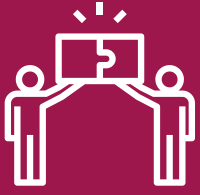
GOALS:

- 2.1 Evaluate library spaces to expand usage and improve accessibility and comfort
- 2.2 Collaborate with the city to improve outdoor spaces

POTENTIAL OUTCOMES:

- Patrons feel welcome and comfortable at the library
- Patrons feel there are accessible spaces for a variety of uses
- People use outdoor library spaces and provide positive feedback
- Parking is more accessible for all users





EMPOWER LIBRARY STAFF AND BOARD MEMBERS

We work to provide a strong internal culture where staff and Board members can learn and grow. Our staff members support excellent customer service and innovative core services for an overall positive library experience.

GOALS:

3.1 Invest in staff working culture

3.2 Support professional development opportunities for staff and Board members

POTENTIAL OUTCOMES:

- High staff morale and retention
- Patrons indicate high satisfaction with customer service and staff interactions
- Staff and Board members feel confident in their roles
- The library benefits from advanced staff skills and leadership



NEXT STEPS

Implementation and Evaluation

Now that the purpose statement and goals have been adopted by the Auburn Hills Public Library Board, 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.



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