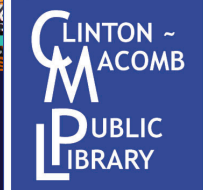




Clinton-Macomb Public Library Strategic Plan

2023-2024 Progress Report



Clinton-Macomb Public Library
Inspire. Create. Dream. Learn.

FOCUS 1



WORLD CLASS CUSTOMER SERVICE

STRATEGIES AND INVESTMENTS

- Prioritize customers through convenient, efficient, and enjoyable experiences.
- Anticipate customers' needs, within the scope of policies, using best practices for consistent service from well-trained staff.
- Maximize opportunities for customers to access library resources inside and outside the library.

OUTCOMES

- Customers are well-informed about products and services, and are happier about their library experience.
- Staff feel prepared and empowered in their roles and go above and beyond in delivering welcoming, efficient service.
- The library is viewed as an essential community service. Its reputation for excellence makes it a desirable partner at the local, state and federal level.

STAFF FOCUS

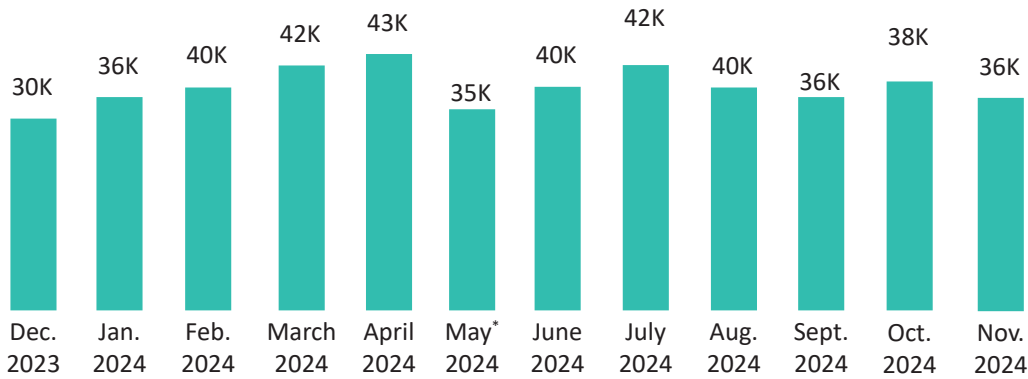
- Hired, trained, and evaluated staff in an ongoing commitment to provide knowledgeable, friendly, and inclusive service at our information service points.
- Library staff fully trained for CPR/AED, Stop the Bleed, panic button use, fire extinguishers, and NARCAN to assist staff and patrons in an emergency.

PUBLIC FOCUS

- Implemented new drive-up window service at the Main Library.
- Offered outreach from community organizations at the South Branch to offer their services to avoid homelessness, drug addiction, and other health screenings.
- Developed and implemented a deposit collection for C2 at Clintondale High School.
- In our effort to better meet community interests through our collections, we now place holds on items purchased as a result of a “suggest a purchase” by members of the public so that the person requesting the book has the opportunity to be the first to enjoy it.
- Strategically phased the renovation of the Main Library to minimize the number of days it was closed for construction.
- Moved all programs to the branches and partnered with the Macomb Intermediate School District to continue programs while the Main Library was under construction.

We celebrated the South Branch 10th Anniversary with a community gathering!





458,206
visits

** Main Library started renovation, which included area closures in the building.*

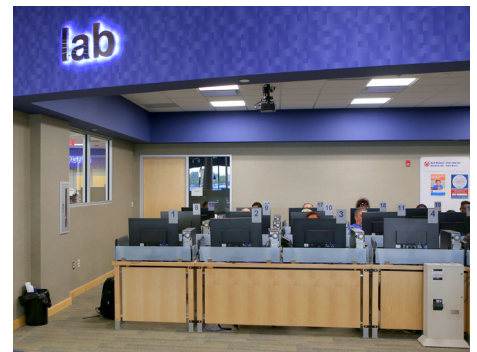
1,657,188
check outs

Checkouts	706,390
MLBPD@CMPL	52,882
eBooks/eAudio	244,177
Interlibrary Loans	9,237
Renewals	644,502
Total	1,657,188



174,334

total cardholders



44,071

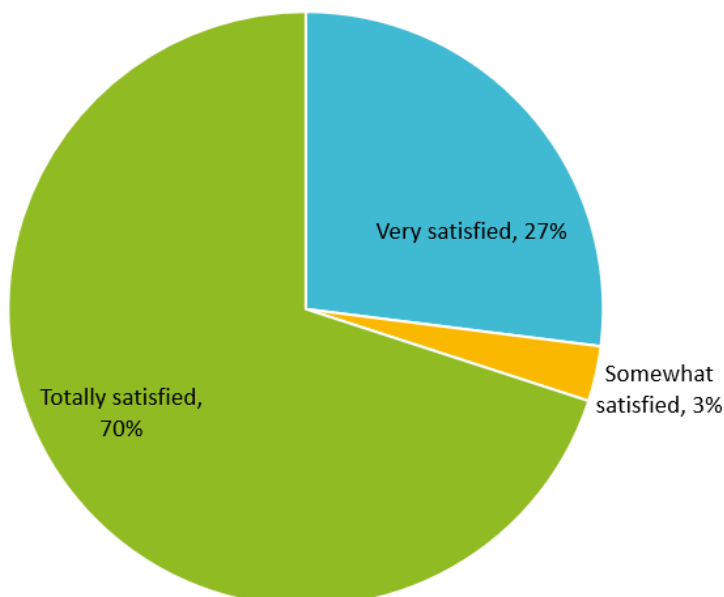
computer sessions

“Our library is more than head-and-shoulders above any other local library we've seen. We moved 2 1/2 years ago and saw several community libraries in more 'prestigious' communities and none of them were anywhere close to what we have here. We ended up buying a house in Macomb Township and the library was a big reason.”

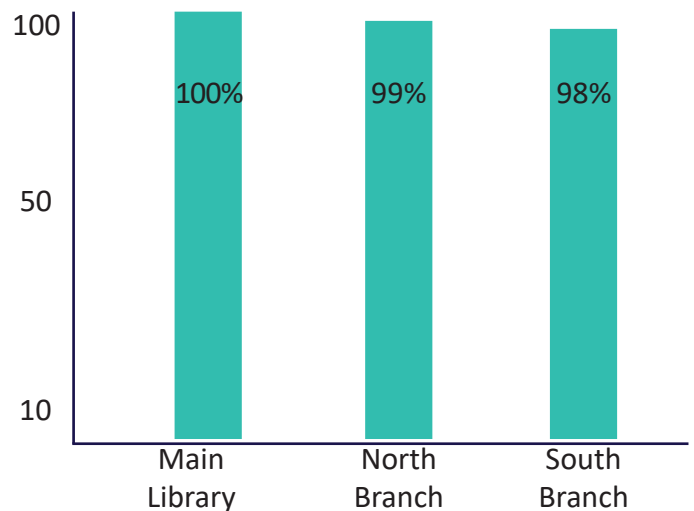
-CMPL user on Net Promoter Score survey

2025 COMMUNITY SURVEY

How would you rate your overall satisfaction with the Clinton-Macomb Public Library?



Percentage of users who were highly satisfied with the customer service received from CMPL staff.





EXCEPTIONAL COLLECTIONS, PROGRAMS AND SERVICES

STRATEGIES AND INVESTMENTS

- Use data and user feedback to continuously adapt services, programs, and offerings to identify and meet changing and disparate community needs.
- Train staff to approach collection development and programming to include a wide variety of topics, genres, formats, ideas, and expressions that take into consideration the multitude of interests of the library's diverse service population.
- Connect and support people of all abilities and means through specialized services, innovation, and cutting-edge technologies.
- Be proactive in publicity and communications to ensure community awareness of services.

OUTCOMES

- Members of the community feel representation in collections, programs and services.
- The library is recognized as a leader in literacy and education, social connection, and equal access.
- Community leaders perceive the library as a dynamic and essential part of the community.

COLLECTIONS AND SERVICES

Continued to build the collection, which included **714,698** items made up of:

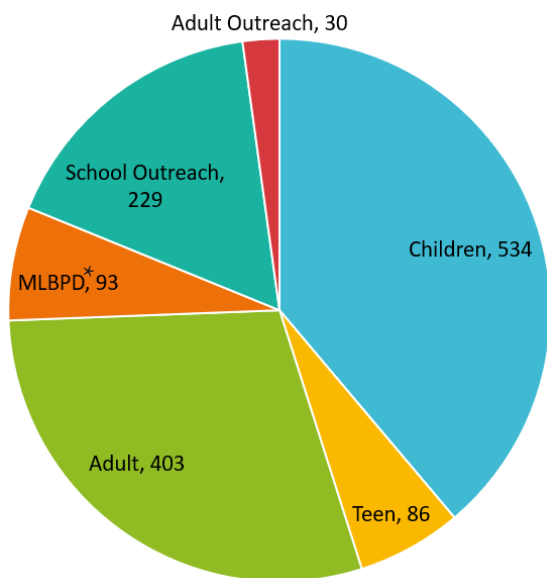
- 292,151 print items
 - 31,178 audio items
 - 41,501 video items
 - 349,858 other items including digital content and games
- Reorganized all nonfiction collections to BISAC Lite, resulting in increases in usage of up to 40%.
 - Relocated collections temporarily to maximize public access during Main Library renovation. Staff retrieved items in construction zones for holds and upon request.
 - Continued the very successful Seed Library.
 - Developed sensory program kits for children and began offering sensory-friendly programs.
 - Launched an international language collection for teens and evaluated the need/usage to plan potential expansion.
 - Introduced improved materials reservation system that allows customers to reserve Book Discussion Kits and select Library Things to Go for a day of their choosing.
 - Offered Deposit Collections to several off-site senior locations.
 - Additional staff were trained to offer Time Slips programming to those suffering with memory loss.
 - Expanded senior outreach offerings to provide activity directors more options for programming.
 - Launched two Little Free Libraries in our communities.



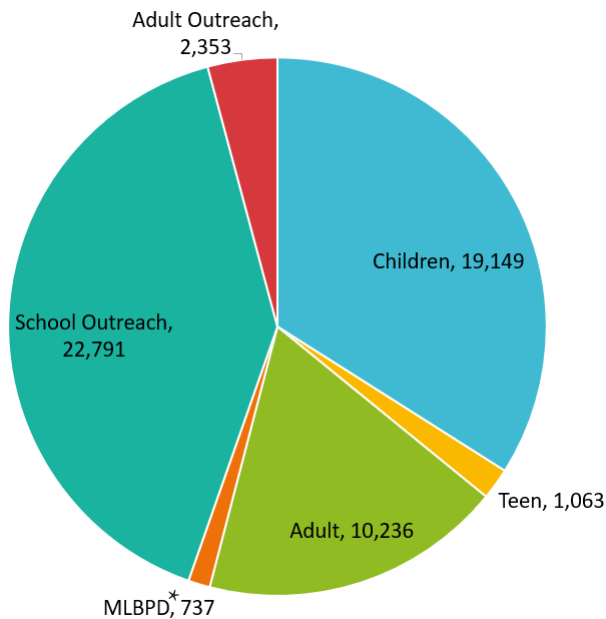
DIGITAL DOWNLOADS

- Maintained a hold wait time of less than 25 days in OverDrive/Libby.
- 244,177 digital checkouts and uses of eContent – a 24% increase over last year.
- Began offering Kanopy, a video streaming service featuring films and children’s video content.
- CMPL became a FamilySearch Affiliate Library to offer a wider range of genealogy resources online.

PROGRAMS OFFERED



NUMBER OF ATTENDEES



“The programs for children are what I use most frequently and they are fantastic. I’d recommend them to all parents with littles. The teachers are wonderful, welcoming and engaging and we get to pick out books each week to enjoy.”

--Quote from library’s biannual community survey

LIBRARY VEHICLE

When you’re traveling around town you might come across the brand-new CMPL vehicle! The van, primarily funded by a generous bequest from the Laura Luce Trust, will be on the road this summer and beyond to bring library services to the community.

Our Outreach team will use the van to transport deposit collections to local schools, bring Wi-Fi to community events, and increase visibility in the community.



* Macomb Library for the Blind and Print Disabled



LANDMARK COMMUNITY SPACES

STRATEGIES AND INVESTMENTS

- Welcome people to safe, accessible, inclusive, inspirational, and aesthetically-pleasing environments for their enjoyment.
- Provide library spaces for both quiet and collaborative experiences.
- Evaluate the use of space on a regular basis, maintaining flexibility for spaces that can be adapted to changing needs.
- Design facilities with durability and sustainability as priorities.

OUTCOME

- The library appeals to a wide variety of customers, and meets the needs of a broad cross-section of community groups.
- The library provides access to safe spaces to have open, civilized dialog about tough topics.
- The library buildings are viewed as “gems of the community” reflecting the value the community places on opportunity, learning, reading and connection for all.
- The library builds environmental sustainability awareness by example.

- Continued all three CMPL locations as polling places for the community during three elections in 2024.
- Coordinated with a local landscaper and two high school students to plant a native plant garden at the North Branch to attract pollinators.
- Collaborated with Macomb Township on their Fall Photo Contest, utilizing North Branch as a gallery space for the photography finalists.

MAIN LIBRARY RENOVATION

Beginning in June 2024, in five phases, the Main Library began a massive renovation project that included a building closure and times where certain areas of the building were closed to the public. Prior to renovation, the Main Library welcomed approximately 21,880 monthly visitors. The renovation nears completion in 2025 and the following improvements were made to the building as we ready to welcome the next 6 million visitors:

- Installation of a new, more efficient geothermal heating and cooling system with 100 500’ wells
- Refinishing the parking lot
- Installation of a drive thru window for pick ups and returns
- Installation of LED lighting
- New carpet
- Countertop laptop bars
- Expanded early literacy features
- Special nook with giant Elektrosketch and magnetic wall



“The facilities are nice and the staff are always helpful. Over the years I have spent a lot of time in the library myself and especially with my children so we have a lot of positive memories there where when you walk into the building you feel happy and at home.”

--Quote from library’s biannual community survey

2023-2024 Fiscal Year

Source of Funds - Revenues

Local Property Taxes	\$9,746,995
State Aid	188,681
County Aid (Library for the Blind)	176,785
Penal Fees	103,457
Fines and Fees	75,149
Interest	495,547
Contributions and Donations	102,238
Miscellaneous	294,482

Total Revenues	\$11,183,334
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Use of Funds - Expenditures

Salaries and Wages	3,465,023
Employee Benefits	738,050
Operating Supplies	81,092
Voice and Data Services	59,795
Services for the Blind	175,435
Miscellaneous	29,863
Property Tax Refunds	5,494
Insurance	67,237
Contract Maintenance	158,695
Facilities Maintenance	564,054
Utilities	360,679
Programs	107,890
Periodicals	31,675
Electronic Subscriptions	520,454
Professional Development	58,421
Professional Fees	286,514
Publicity	112,729

Capital Outlay

Library Books and Materials	618,250
Equipment/Renovations	3,539,629
Other	27,842

Total Expenditures	\$11,036,663
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Debt Service

Transfer In (one-time)	853,225
Transfers Out	(2,412,594)
Other	25,912

Change in Fund Balance	(\$1,362,544)
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Visit Us



Main Library

40900 Romeo Plank Road | (586) 226-5000



North Branch

54100 Broughton Rd. | (586) 226-5080



South Branch

35679 South Gratiot Avenue | (586) 226-5070

Hours of Service

Monday-Thursday 9 a.m. - 9 p.m.
Friday-Saturday 9 a.m. - 6 p.m.
Sunday (*Main Library only*) 12 p.m. - 6 p.m.

<http://cmpl.org>



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CMPL is funded by and serves the residents of Macomb Township and Clinton Township (except the portion in the Mount Clemens School District.)

