



Clinton-Macomb Public Library Strategic Plan

2022-2023 Progress Report



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

World Class Customer Service

Below are some of the initiatives CMPL took to deliver world class service to the community:

- Developed and launched the patron portal to allow new users to apply and immediately receive a library card to access online services. The portal also allows for address checks that will automatically verify users' addresses and save them a trip to the library to renew their library cards.
- Visited 28 unique locations to offer library services to senior citizens outside of the library's walls.
- Recataloged and organized thousands of nonfiction children's and adult titles into Book Industry Standards and Communication (BISAC) categories to make the collections more browsable for customers. BISAC is the convention used by book stores to organize items to make them easier to find.
- Expanded outreach efforts to include part-time CARE employees to maximize customer access to the library by having staff available to issue new cards and resolve fines while out in the community.
- Partnered with community organizations at the South Branch to offer their services to avoid homelessness, drug addiction, and offer health screenings and medical care.
- Expanded staff training to include Stop the Bleed and NARCAN along with refresher training on AED use.
- Updated servers and computers after hours to minimize downtime and lessen the impact to library users.
- Partnered with Clinton and Macomb Townships to make all locations as polling places to enfranchise voters and welcome community members who may not otherwise visit the library.
- Completed the 2023 community survey to assess community satisfaction and needs. See the next page for highlights!

"I very much appreciate the library service of holding requested books for me & placing them on a convenient pick-up shelf. It saves me from having to search the shelves and sometimes finding the book on the very top or bottom shelf. Thank you!"

-CMPL user on Net Promoter Score Survey

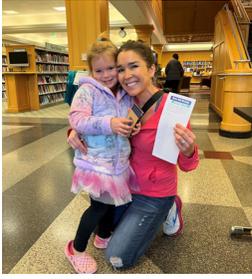
Strategic Focus 1

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.



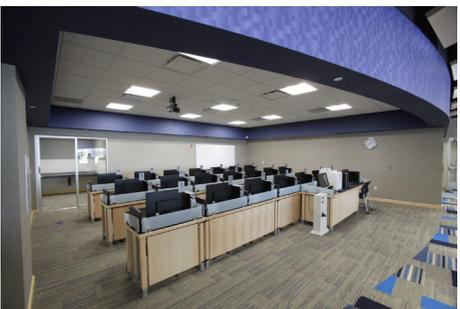
428,600
visits



165,973
total cardholders



1,611,813
check outs



42,205
computer sessions

Community Survey Highlights

1,553 people completed the bi-annual Community Survey sent to resident cardholders. Here are some highlights.



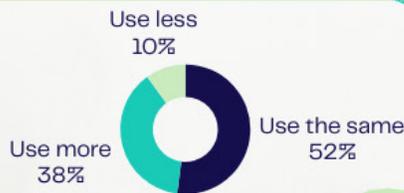
Satisfaction rate by library users in 2023 community survey.



Users felt that holds were filled in a timely manner



Respondents feel the library is a trusted institution in the community.



How users feel they will use the library in the future.

TOP TEN

Why are people using the library?

1. Check out a book
2. Read, study, or watch a movie
3. Work away from the office
4. Attend a meeting
5. Meet friends
6. Attend a program
7. Use computers
8. Job search/resume work
9. Research starting a business
10. Applying for unemployment benefits



Strategic Focus 2

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.

Exceptional Collections, Programs and Services

Collections

A team of 25 librarians continued to build CMPL's collections of **547,981** items including:

- 286,859 books
 - 34,625 audio items
 - 41,350 videos
 - 185,147 other items that include the digital collection and games
- Migrated to standalone OverDrive/Libby platform which resulted in a reduction of average wait time from over 70 days to under 25. CMPL's collection now includes 32,346 titles plus over 5,300 magazines.
 - Reorganized the adult and children nonfiction books into Book Industry Standards and Communications (BISAC) Lite, a modified version of the classification scheme that incorporates both BISAC subjects and Dewey decimal classification for ease of browsing. It mimics bookstore browsing while retaining the Dewey Decimal System. This project was based on feedback from a survey of 2,275 users to create more flexible and accessible collections in our buildings. The project also separated the children's and adult nonfiction books at the branches.
 - Completed collection diversity audit with Ingram's iCurate inClusive service. The assessment covered all ages and helped determine how to best meet all the interests of our diverse service population. The public library average for the amount of diverse materials is 14% of the collection. 15% of CMPL collections as a whole are diverse (books only). For adults, the average is 13% and CMPL is at 14%. The children's the average is 13% and CMPL is at 14%. The teen the average is 25% and CMPL is at 29%.
 - Expanded librarian-curated Hot Reads collection to the branches. Hot Reads are a monthly assortment of books that librarians choose to pique the community's interest in reading something they may not have otherwise. Because of this, more copies are ordered so that more people will be able to enjoy the book with a shorter wait.





Programs and Services

In the 2023 fiscal year, CMPL offered numerous programs to serve all ages:

- Saw **5,595 children** at **388 programs**
 - Engaged with **894 teens** at **82 events**
 - Hosted **10,453 adults** at **400 programs**
 - Visited **20,938 students** and teachers at **91 events**
- Offered multiple programs in support of the 1-2-3 initiative (one topic, two communities, three books) designed to help the community think about and discuss tough topics. This year's topic was climate change, which resulted in 15 programs for adults, teens, and children. The three books chosen, *The Tantrum That Saved the World* by Megan Herbert and Michael E. Mann, *Dry* by Neal Shusterman and Jarrod Shusterman, and *The Story of More: How we got to climate change and where to go from here* by Hope Jahren were among the top ten circulating titles for each age group.
 - Launched the first Memory Café and TimeSlips programming in Macomb County. Memory Cafés welcome those with dementia or memory issues and their caregiver to the library to enjoy a program in a low-stress, supportive environment. CMPL librarians completed TimeSlips training to lead seniors in the community through creative communication skills to facilitate storytelling that relies on imagination rather than memory.
 - The Friends of CMPL gave \$87,822 to the Library which funded all library programming for the year, a new scooter for the South Branch and 3,000 canvas bags that people may borrow for free to carry their checked out items.
 - The Library Board recognized Mary Russo for 20 years of service as Friends' Board President presiding over 200 meetings. Janet Dunn was also recognized for nearly 20 years of service as Friends' Board Secretary.
 - Expanded tween (ages 8-12) programs during each newsletter cycle.
 - Implemented passive programs like scavenger hunts at the Main Library.
 - Created and implemented a regularly scheduled program geared towards Kindergarten-2nd graders.



**“Our Library is great! Lots of selections and knowledge staff.
Nice programs for all.”**

-CMPL user on Net Promoter Score Survey

Strategic Focus 3

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.



Landmark Community Spaces

Below are some of the initiatives CMPL undertook to ensure that it continued to offer landmark community spaces to the community:

- Permanently unlocked the Local History Room making it more accessible and circulating more items.
- Completely reorganized the first floor to make Large Print materials more accessible to customers.
- In conjunction with the Suburban Library Cooperative, installed custom early literacy end panels on shelving at the Main Library.
- Continued to maintain and improve grounds at all CMPL locations.
- 11,938 study room reservations, up 31% over 2022.
1,791 meeting room reservations, up 9% over 2022.
- 42,205 computer sessions, up 10% over 2022.
- Hired Quinn Evans Architects for the renovation plan for the Main Library to update with new systems the heating and cooling system, LED lighting, carpeting and add a drive-up window.



“I love my local library! The staff is great and the selection is plentiful!”

– Quote from library’s biannual community survey

2022-2023 Fiscal Year

Source of Funds - Revenues

| | |
|------------------------------------|-----------|
| Local Property Taxes | 9,060,077 |
| State Aid | 187,481 |
| County Aid (Library for the Blind) | 173,551 |
| Penal Fees | 121,027 |
| Fines and Fees | 70,616 |
| Interest | 376,077 |
| Contributions and Donations | 96,037 |
| Miscellaneous | 247,268 |

Total Revenues **10,332,134**

Use of Funds - Expenditures

| | |
|--------------------------|-----------|
| Salaries and Wages | 3,228,514 |
| Employee Benefits | 677,831 |
| Operating Supplies | 102,904 |
| Voice and Data Services | 66,545 |
| Services for the Blind | 176,108 |
| Miscellaneous | 31,993 |
| Property Tax Refunds | 1,341 |
| Insurance | 67,623 |
| Contract Maintenance | 136,927 |
| Facilities Maintenance | 503,455 |
| Utilities | 353,392 |
| Programs | 95,262 |
| Periodicals | 29,683 |
| Electronic Subscriptions | 413,430 |
| Professional Development | 56,206 |
| Professional Fees | 647,374 |
| Publicity | 113,163 |

Capital Outlay

| | |
|-----------------------------|---------|
| Library Books and Materials | 634,162 |
| Equipment | 291,016 |

Total Expenditures **7,626,929**

Debt Service

| | |
|---------------------------|------------------|
| Transfer In (one-time) | 1,110,000 |
| Transfers Out | (1,960,338) |
| Total Debt Service | (850,338) |

Change in Fund Balance **1,854,867**

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.)

