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Strategic Plan

FY: 2025-2035

North Adams Community Memorial Library

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Acknowledgements and Approval

This Strategic Plan was a combined effort of the Library Board, Director, outside supporters, and of course our wonderful patrons and community members. We would like to acknowledge all of their hard work and dedication in building this plan for the library's vision of the future.

We would like to thank and acknowledge the members of our Strategic Planning Committee, who met to review the survey results, define the goals, and develop this plan.

<div align="center">

Cheryl Griffiths

Linda Kline

Ellen Krenz

</div>

Thank you to Kate Pohjola Andrade for providing support regarding best practices for the planning survey that was released to the community, and also for guidance on the methodology of the plan as a whole.

And of course, thank you to all of our library patrons and community members who took time to answer the Strategic Planning survey to help guide this whole process. We appreciate your feedback and strive to develop the library to meet your needs.

The North Adams Community Memorial Library Board approves this Strategic Plan as written on **February 19th, 2025**

Strategic Plan

To be Implemented during Fiscal Years: 2025-2035

Letter to the Community

Dear Members of the Community,

The North Adams Community Memorial Library has seen a great deal of change and growth in the last 5 years. After completing construction on the new library facility and reopening in August of 2020, we have had a chance to review our previous Strategic Planning objectives.

The library's former Strategic Plan Goals were:

Increased Library Space
Library Parking Lot
Programming for all Ages
ADA Compliant Facility
Public Restroom

Since the new library opened, we have planned the facility and programming in accordance with these goals. To date, we have happily met all objectives. Once this was accomplished, there was a need to reevaluate the interests of the community and develop a new Strategic Plan which would govern the library's activities in the future. To this end, a community survey was sent out, a Strategic Planning Committee was formed, and a new plan was developed over the course of this past year. The purpose of this new Strategic Plan is to reaffirm the library's Mission Statement and provide foundational objectives that will direct the library's operations, programming, policies, finances, and millage campaign.

We hope that this plan will provide the best foundation upon which the library operations will be directed in the future.

Respectfully,
The North Adams Community Memorial Library Board

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North Adams Village Demographics and Trends

North Adams is classified as a Village, located in Adams Township, Hillsdale County, Michigan. The Village itself occupies 0.5 square miles. The current recorded population is 480, according to the 2023 statistics pulled by Census Reporter from the U. S. Census Bureau. Population demographics are reported from Census Reporter.org and are considered current as of 2023. The margin of error is noted where applicable.
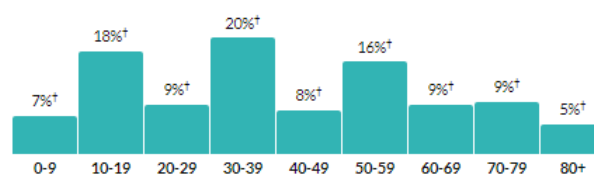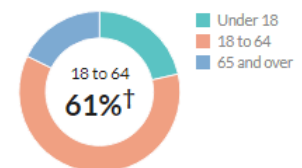
Age

38.8
Median age

about 90 percent of the figure in the Hillsdale, MI Micro Area: 42.8

a little less than the figure in Michigan: 40.1

Population by age range

Age range	Percentage
0-9	7%†
10-19	18%†
20-29	9%†
30-39	20%†
40-49	8%†
50-59	16%†
60-69	9%†
70-79	9%†
80+	5%†

Population by age category

18 to 64
61%†

- Under 18
- 18 to 64
- 65 and over

† **Margin of error is at least 10 percent of the total value. Take care with this statistic.**

Income

$26,444
Per capita income

about 80 percent of the amount in the Hillsdale, MI Micro Area: $31,996

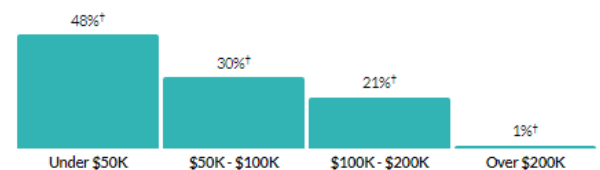**about two-thirds** of the amount in Michigan: $39,538

$54,250
Median household income

about 90 percent of the amount in the Hillsdale, MI Micro Area: $60,869

about three-quarters of the amount in Michigan: $71,149

Household income

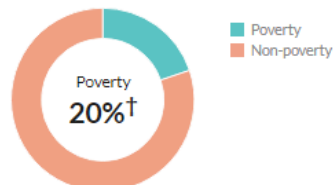| Income range	Percentage
Under $50K	48%†
$50K - $100K	30%†
$100K - $200K	21%†
Over $200K	1%†

Show data / Embed

Poverty

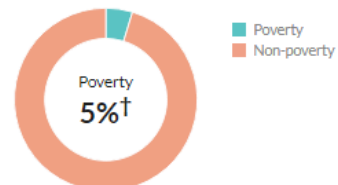**10.7%**
Persons below poverty line

about two-thirds of the rate in the Hillsdale, MI Micro Area: 15.5%†

about 80 percent of the rate in Michigan: 13.1%

Children (Under 18)

Poverty
20%†

- Poverty
- Non-poverty

Seniors (65 and over)

Poverty
5%†

- Poverty
- Non-poverty

† **Margin of error is at least 10 percent of the total value. Take care with this statistic.**

Strategic Plan

To be Implemented during Fiscal Years: 2025-2035

Adams Township Demographics and Trends

Adams Township is a County Subdivision, located in Hillsdale County, Michigan. The population was 2, 141 as of the 2023 data from the U. S. Census Bureau, reported via CensusReporter.org. The Township covers 35.6 square miles, which makes the population breakdown 60.1 people per square mile. The margin of error for any statistics reported is noted where applicable.
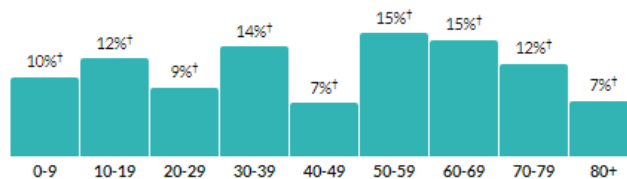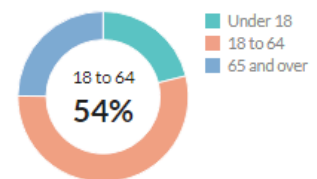
Age

47.8

Median age

about **10 percent higher** than the figure in Hillsdale County: 42.8

about **20 percent higher** than the figure in Michigan: 40.1

Population by age range

0-9	10-19	20-29	30-39	40-49	50-59	60-69	70-79	80+
10%†	12%†	9%†	14%†	7%†	15%†	15%†	12%†	7%†

Population by age category

18 to 64 **54%**

- Under 18
- 18 to 64
- 65 and over

† **Margin of error is at least 10 percent of the total value. Take care with this statistic.**

Income
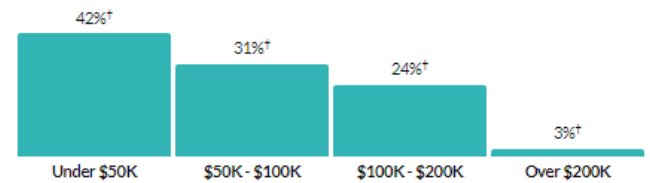
$30,425

Per capita income

a little less than the amount in Hillsdale County: $31,996

about three-quarters of the amount in Michigan: $39,538

$58,839

Median household income

a little less than the amount in Hillsdale County: $60,869

about 80 percent of the amount in Michigan: $71,149

Household income

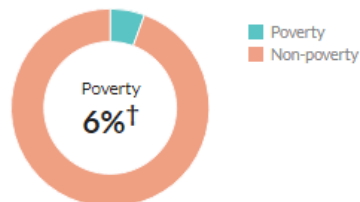| Under $50K	$50K - $100K	$100K - $200K	Over $200K
42%†	31%†	24%†	3%†

Show data / Embed

Poverty

7%

Persons below poverty line

about half the rate in Hillsdale County: 15.5% †

about half the rate in Michigan: 13.1%

Children (Under 18)

Poverty **6%**†

- Poverty
- Non-poverty

Seniors (65 and over)

Poverty **9%**†

- Poverty
- Non-poverty

† **Margin of error is at least 10 percent of the total value. Take care with this statistic.**

Citation: U.S. Census Bureau (2023). American Community Survey 5-year estimates. Retrieved from Census Reporter Profile page for Adams township, Hillsdale County, MI
<http://censusreporter.org/profiles/06000US2605900300-adams-township-hillsdale-county-mi/>

Strategic Plan
To be Implemented during Fiscal Years: 2025-2035

Moscow Township Demographics and Trends

Moscow Township is a County Subdivision, located in Hillsdale County, Michigan. The population was 1,273 as of the 2023 data from the U. S. Census Bureau, reported via CensusReporter.org. The Township covers 35.1 square miles, which makes the population breakdown 36.2 people per square mile. The margin of error for any statistics reported is noted where applicable.

Age

51.7
Median age

about 20 percent higher than the figure in Hillsdale County: 42.8

about 1.3 times the figure in Michigan: 40.1

Population by age range

Age range	Percent
0-9	10%†
10-19	9%†
20-29	8%†
30-39	11%†
40-49	11%†
50-59	15%†
60-69	20%†
70-79	15%†
80+	2%†

Population by age category

18 to 64 **54%†**

- Under 18
- 18 to 64
- 65 and over

† Margin of error is at least 10 percent of the total value. Take care with this statistic.

Income

$30,973
Per capita income

a little less than the amount in Hillsdale County: $31,996

about 80 percent of the amount in Michigan: $39,538

$56,500
Median household income

about 90 percent of the amount in Hillsdale County: $60,869

about 80 percent of the amount in Michigan: $71,149

Household income

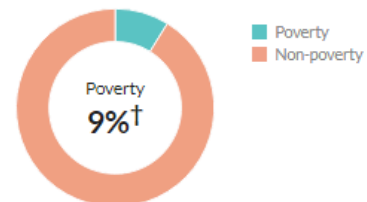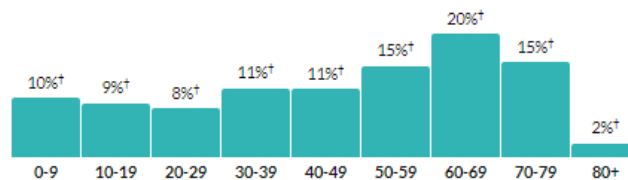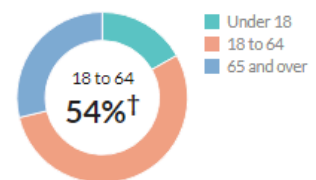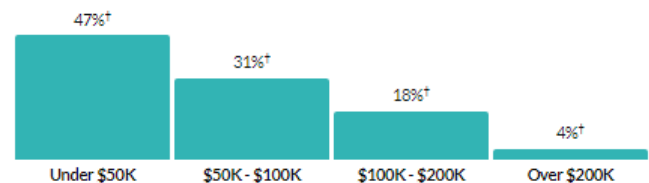| Income	Percent
Under $50K	47%†
$50K - $100K	31%†
$100K - $200K	18%†
Over $200K	4%†

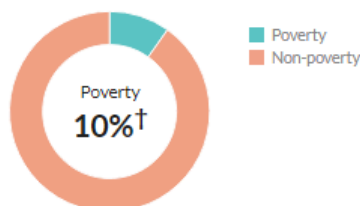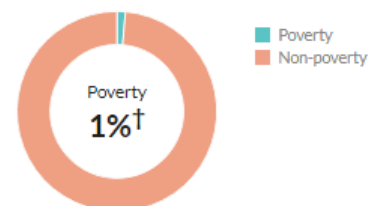Show data / Embed

Poverty

11.3%
Persons below poverty line

about three-quarters of the rate in Hillsdale County: 15.5% †

about 90 percent of the rate in Michigan: 13.1%

Children (Under 18)
Poverty **10%†**
- Poverty
- Non-poverty

Seniors (65 and over)
Poverty **1%†**
- Poverty
- Non-poverty

† Margin of error is at least 10 percent of the total value. Take care with this statistic.

Strategic Plan
To be Implemented during Fiscal Years: 2025-2035

Wheatland Township Demographics and Trends

Wheatland Township is a County Subdivision, located in Hillsdale County, Michigan. The population was 1,202 as of the 2023 data from the U. S. Census Bureau, reported via CensusReporter.org. The Township covers 35.7 square miles, which makes the population breakdown 33.7 people per square mile. The margin of error for any statistics reported is noted where applicable.
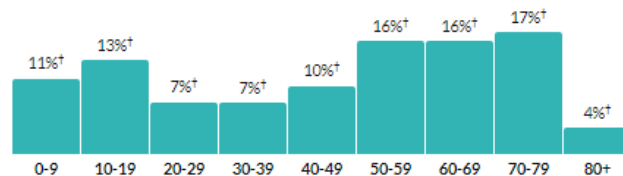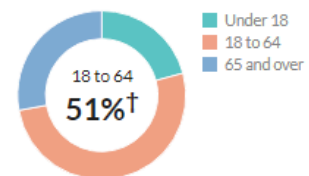
Age

53.1
Median age

about 25 percent higher than the figure in Hillsdale County: 42.8

about 1.3 times the figure in Michigan: 40.1

Population by age range

0-9	10-19	20-29	30-39	40-49	50-59	60-69	70-79	80+
11%[†]	13%[†]	7%[†]	7%[†]	10%[†]	16%[†]	16%[†]	17%[†]	4%[†]

Population by age category

51%[†] — 18 to 64

Legend: Under 18, 18 to 64, 65 and over

† **Margin of error is at least 10 percent of the total value. Take care with this statistic.**

Income

$38,034
Per capita income

about 20 percent higher than the amount in Hillsdale County: $31,996
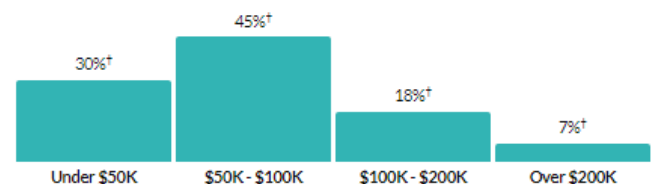
a little less than the amount in Michigan: $39,538

$69,821
Median household income

about 20 percent higher than the amount in Hillsdale County: $60,869

about the same as the amount in Michigan: $71,149

Household income

Under $50K	$50K - $100K	$100K - $200K	Over $200K
30%[†]	45%[†]	18%[†]	7%[†]

Show data / Embed

Poverty
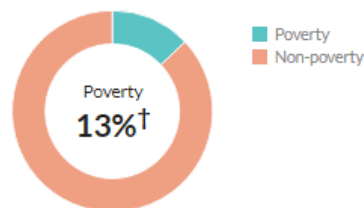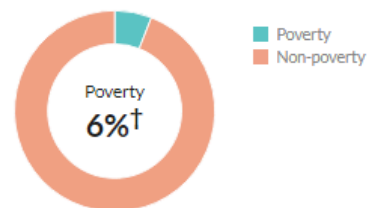
11%
Persons below poverty line

about two-thirds of the rate in Hillsdale County: 15.5%[†]

about 80 percent of the rate in Michigan: 13.1%

Children (Under 18)

Poverty **13%**[†]

Legend: Poverty, Non-poverty

Seniors (65 and over)

Poverty **6%**[†]

Legend: Poverty, Non-poverty

† **Margin of error is at least 10 percent of the total value. Take care with this statistic.**

Strategic Plan
To be Implemented during Fiscal Years: 2025-2035

Veteran Statistics

As North Adams Community Memorial Library focuses on preserving the history of the area and local veterans, the statistics for veterans within the service area is recorded below. Information is obtained from the U.S. Census Bureau (2023), via CensusReporter.org. The margin of error is noted where applicable.

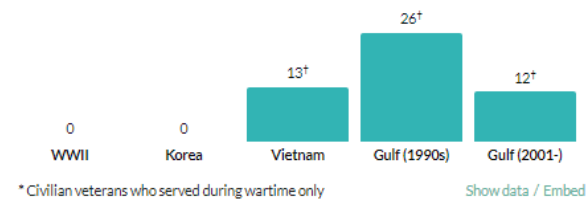### North Adams Village

Veteran status

13.5%
Population with veteran status

more than 1.5 times the rate in the Hillsdale, MI Micro Area: 7.7%

more than double the rate in Michigan: 6.1%

Veterans by wartime service

WWII	Korea	Vietnam	Gulf (1990s)	Gulf (2001-)
0	0	13†	26†	12†

* Civilian veterans who served during wartime only

Show data / Embed

51 Total veterans
51 Male
N/A Female

† Margin of error is at least 10 percent of the total value. Take care with this statistic.
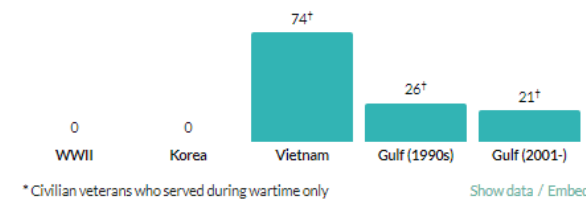
Adams Township

Veteran status

8.1%
Population with veteran status

a little higher than the rate in Hillsdale County: 7.7%

about 1.3 times the rate in Michigan: 6.1%

Veterans by wartime service

WWII	Korea	Vietnam	Gulf (1990s)	Gulf (2001-)
0	0	74†	26†	21†

* Civilian veterans who served during wartime only

Show data / Embed

136 Total veterans
136 Male
N/A Female

† Margin of error is at least 10 percent of the total value. Take care with this statistic.
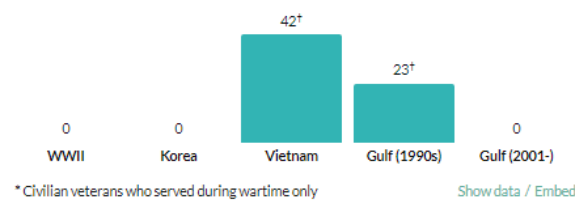
Moscow Township

Veteran status

7.4%
Population with veteran status

a little less than the rate in Hillsdale County: 7.7%

about 20 percent higher than the rate in Michigan: 6.1%

Veterans by wartime service

WWII	Korea	Vietnam	Gulf (1990s)	Gulf (2001-)
0	0	42†	23†	0

* Civilian veterans who served during wartime only

Show data / Embed

78 Total veterans
72 Male
6 Female

† Margin of error is at least 10 percent of the total value. Take care with this statistic.
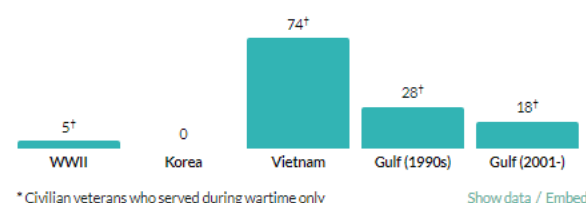
Wheatland Township

Veteran status

13.6%
Population with veteran status

more than 1.5 times the rate in Hillsdale County: 7.7%

more than double the rate in Michigan: 6.1%

Veterans by wartime service

WWII	Korea	Vietnam	Gulf (1990s)	Gulf (2001-)
5†	0	74†	28†	18†

* Civilian veterans who served during wartime only

Show data / Embed

129 Total veterans
119 Male
10 Female

† Margin of error is at least 10 percent of the total value. Take care with this statistic.

Strategic Plan

To be Implemented during Fiscal Years: 2025-2035

Snapshot of Library Services

Since the last Strategic Plan, beginning in 2020, the library has achieved all of its proposed goals and seen significant growth. A major contributor to this growth was the completion and opening of the new Library facility in August of 2020. The new library is situated less than a block from Main Street, North Adams, Michigan, and is only two doors down from the North Adams Jerome Public Schools.

The new Library building is 3,456 square feet, and the added space has allowed for the following improvements: additional comfortable seating areas, study tables, a separate Children's Room, a room devoted to Local History and archival records, designated office space and a staff break room, a private parking lot, handicapped parking/ramp and public restrooms.

Additionally, the Library is the only local site providing public technology access. It provides public access computers, faxing and printing services, and free Wi-Fi. A Library cardholder is also able to access a vast array of online content, including online eBooks, Audiobooks, and Magazines. There is access to over 400 other Michigan library collections and resources through the MeLCat sharing platform, allowing patrons to borrow from millions of items in a variety of formats statewide. Finally, there are online educational resources available through the Library, including, but not limited to, MeLCat e Resources, Libby, Tutor.com, Mango Languages, ABC Mouse.com, Ancestry Library Edition, and so much more.

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Snapshot of Library Services
2019 vs. Present Day

Library Visits
Then
3, 504

Now
4, 358 visits

Building Space
Then
1,375 sq. ft

Now
3, 456 sq. ft

Technology Usage
Then
470 uses

Now
601 uses

Reference
Questions Answered
Then
670

Now
3, 131

Total
Physical Circulation
Then
4, 274

Now
6,285

Events
Then
8

Now
299

Attendees
Then
110

Now
902*

*Statistics pulled from the State Aid Reports completed by the library during the corresponding years, and circulation totals pulled from the library's ILS reports function.
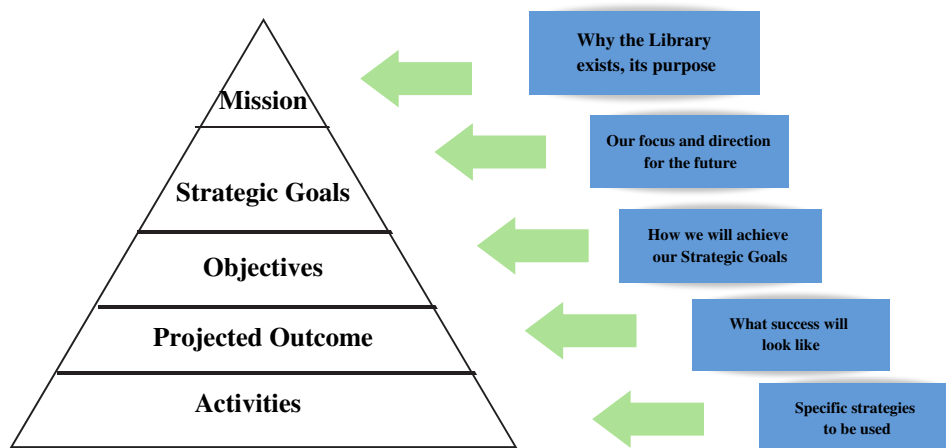*Includes Lake Belair Property Association Board Meeting Statistics*

Strategic Plan

To be Implemented during Fiscal Years: 2025-2035

The following graphic depicts the organization of the North Adams Community Memorial Library's activities and operations as a direct foundation supporting the overall Mission for this valuable civic resource. We plan and operate with a clear purpose, developed through our community-based strategic planning process.

About the Library

The North Adams Community Memorial Library is located at 4695 Knowles Road in the Village of North Adams, Michigan. It is a district library, providing services to all residents living within the Village of North Adams, Adams Township, and Moscow Township. Wheatland Township has contracted with the library to provide services to its' residents (not within the Hudson School District). Services are available to all others for an annual fee. The library is currently funded by a 0.9 millage, State Aid Funding, Penal Fines, and donations.

History

North Adams Community Memorial Library opened in 1921, serving the residents of Adams and Moscow Townships, and the Village of North Adams. After WWII, the library was established as a place to memorialize local veterans of foreign wars. Since it first opened, the library has continued expanding its reach and offerings by adding services in 1983 to Wheatland Township residents and by opening a new facility in 2020.

Mission Statement

Our mission is to offer resources and services to help community residents obtain information meeting their personal, educational and professional needs. We offer a wide variety of resources and programs for social and cultural enhancement. We strive to honor and memorialize local veterans through our local history collection. We exist to foster a love of reading, curiosity, and life-long learning.

Strategic Plan

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Strategic Goals, Objectives, Activities, and Outcomes

* **Goal 1 – ACCESS- Community members have improved access to Library services**

➤**Objective 1.1: Increase & optimize hours that the community can access the Library and its services**

- **Projected Outcome:** The community has easier and better access to library services
  ~Look for ways to increase hours
  ~ Look for ways to add staff
  ~ Promote curbside pickup
  ~Advertise hours and library services through multiple platforms
  ~ Use facilitated programming to bring community members into the library
  ~Look at adding a meeting/study room to encourage utilization of the library resources and bringing in new community members

➤**Objective 1.2: Improve website design and functionality to enable Library users easier access to Library resources and information**

- **Projected Outcome:** The library website becomes easier to navigate, and information and resources are easily accessible
  ~Research and update website to make more user friendly
  ~Introduce and increase use of a dedicated in-house catalog
  ~Increase/provide easy access to local ordinances and historical records

***Goal 2 – Serve as a Community Hub- The Library can be a bridge to connect people with local resources**

➤ **Objective 2.1: Provide Community-wide information**

- **Projected Outcome:** The Library is a trusted resource for Community information
  ~Provide ready reference facts on community organizations, services, and events
  ~Provide access to cultural and artistic resources

➤ **Objective 2.2: Expand and connect Community**

- **Projected Outcome:** Create and foster an inter-connected community
  ~Highlight local businesses and organizations through Library programming
  ~Develop connections with the School, Townships, and local organizations
  ~Provide improved notifications and outreach for all residents in the entire service area
  ~Present targeted programming to engage non-traditional library users
  ~Research, plan, and host programming for varied interests
  ~Research, plan, and host programming for all ages

Strategic Goals, Objectives, Activities, and Outcomes Continued

* Goal 3 – Lifelong Learning- Community members of all ages are supported and engaged by various Library programs and services

➤ **Objective 3.1: Diversify programs and events that are offered**

- **Projected Outcome:** More active engagement and community interest

~Implement and use program feedback evaluation to measure and improve effectiveness of programming

~ Develop new programs and services based on community input

➤ **Objective 3.2: Expand and integrate literacy**

- **Projected Outcome:** Foster a culture of lifelong learning at all ages

~Expand book group programming for all ages

~Highlight different topics throughout the year including books and resources for all ages and reading levels

~Construct relevant displays, signage, and passive activities within the library

~Explore methods to increase awareness of non-traditional Library collections (eLibrary, research databases, ancestry databases)

~Expand collection for all ages and reading levels

*Goal 4 – Preserve the local history and culture

Objective 4.1: Expand and highlight local history by preserving and sharing access to historical resources

- **Projected Outcomes:** Historical resources will be preserved for coming generations

~Acquire and preserve local history items and information

~Acquire and maintain a collection of Michigan History resources

~House a repository of local, state, and national history

~Develop a way to honor veterans, supporting the historical mission of the library

~Improve archival housing area and storage availability

~Collaborate and connect with the local school and other institutions and share resources