

CLINTON-MACOMB PUBLIC LIBRARY STRATEGIC PLAN 2018-2020

INSPIRE. CREATE. DREAM. LEARN.

OUR MISSION

Ensure CMPL is valued as an *essential* community service by focusing on the following strategic priorities:

1. Inspire life-long reading and learning
2. Grow young readers
3. Advance student success
4. Connect the community



Clinton-Macomb Public Library

Explore your life, your community, the world!

STRATEGIC PRIORITY 1: Inspire life-long reading and learning

Desired Community Outcomes:

- Residents enrich their lives through reading.
- Residents learn, dream, explore new pursuits and expand their creativity.

Because:

- Reading is an essential skill for learning and a successful life.
- There are over 180,000 residents of all ages in the library's service area.¹
- 96% of residents feel that the library should inspire community members of all ages to become life-long readers.²
- 90% of residents feel that the library should provide online learning experiences.³
- 80% of residents feel that the library should provide creative space and materials for community members to create, learn and share.

Key Activities:

1. Provide current, appealing, easy to navigate collections of materials in sufficient quantities in a variety of formats for reading, viewing, listening and playing.
2. Promote and recommend items for reading, viewing, listening or playing.
3. Offer a wide, changing variety of quality educational, cultural and recreational programs and events that support the library's strategic areas of focus, are offered when convenient for customers, are of sufficient capacity to meet resident demand, are cost effective, and are well attended.
4. Provide spaces and items that inspire customers to learn, dream, explore new pursuits and expand creativity.

1

SEMCOG estimate as of July 2016.

² 2017 Community Survey of 5,296 resident library cardholders ages 16+.

³ Ibid.

STRATEGIC PRIORITY 2: Grow young readers

Desired Community Outcomes:

- Children enter Kindergarten ready to read and write.
- Children read at grade level.

Because:

- Reading is an essential skill for learning and a successful life.
- 90% of a human's brain development occurs between birth and age three.⁴
- Children maintain grade level reading when they read as few as five books over the summer.⁵
- The library serves over 18,000 residents between birth and third grade.⁶
- 96% of residents feel that the library should inspire community members of all ages to become life-long readers.⁷
- Over 50% of the third grade students in the library's service area do not read at grade level with rates as high as 90% in a single school.⁸
- 86% of residents feel that the library should educate and help parents prepare children to enter Kindergarten ready to read and write.⁹

Key Activities:

1. Teach each parents and caregivers how to increase children's early literacy skills.
2. Provide a special space of sufficient size at each location that encourages children to build early literacy skills and interact with parents, caregivers and other children.
3. Promote collections for children.
4. Offer reading and learning opportunities to promote the development and retention of children's early literacy, math, science, art, and gross motor skills.
5. Engage in school and other outreach to establish a library presence throughout the community and to promote the library's programs and services to families.

⁴ Institute of Museum and Library Services "Growing Young Minds," p. 10 <https://www.ims.gov/assets/1/AssetManager/GrowingYoungMinds.pdf>. ⁵ Kim, J. (2004, April). Summer reading and the ethnic achievement gap. *Journal of Education for Students Placed at Risk*, 9 (2), 169-189.

⁶ Estimate based on calculations noted in Appendix A.

⁷ Ibid.

⁸ Estimate based on calculations noted in Appendix A.

⁹ 2017 Community Survey of 5,296 resident library cardholders ages 16+.

STRATEGIC PRIORITY 3 Advance student success

Desired Community Outcomes:

- Students achieve their academic goals.
- Students are critical consumers of information and view the library as a trusted resource.
- Students view the library as an integrated extension of the classroom.

Because:

- The library serves over 24,469 residents ages 10-19.¹⁰
- 86% of residents feel that the library should coordinate closely with local schools to provide resources to students.¹¹
- The library serves students from all or part of six public school districts, nine private schools, three special education schools, and one charter school totaling 44 buildings.
- 3% of CMPL's student population is homeschooled.¹²
- 20% of Clinton and Macomb Township high school students have not met the Reading and Writing SAT benchmark (480) and 80% have not met the Math SAT benchmark (530).¹³
- Adults who drop out of high school are more likely to experience a wide array of adverse employment, economic, health, and social consequences over their lifetime.¹⁴
- 6.8% of seniors who attend school in Clinton or Macomb Township do not graduate from high school.¹⁵
- Of residents age 25+, 10,000 did not graduate from high school; 37,000 have a high school degree only; 31,000 completed some college; 13,000 have a two-year degree; 22,000 have a bachelor's degree; and 12,000 have a master's degree.

¹⁰ U.S. 2010 Census via SEMCOG.

¹¹ 2017 Community Survey of 5,296 resident library cardholders ages 16+.

¹² Estimate provided by the National Center for Education Statistics (NCES) as Michigan does not require reporting.

¹³ M-STEP scores for 2015-16 school year.

¹⁴ "The Impact of Dropping Out: Summary of Research Findings and References," Massachusetts Department of Elementary and Secondary Education, updated May 2014; available [<http://www.doe.mass.edu/dropout/2014-05ImpactSummary.pdf>]

¹⁵ State of Michigan school dashboard for 2015-16 school year.

STRATEGIC PRIORITY 3 **Advance student success**

Key Activities:

1. Ensure every student has access to the library's electronic resources.
2. Build close partnerships with educators so library resources are promoted in the classroom and the library is aware of assignments in advance.
3. Provide after school, homework and tutoring support.
4. Provide spaces and tools that serve as seamless extensions of the classroom for group projects and studying.

STRATEGIC PRIORITY 4: Connect the community

Desired Community Outcomes:

- The library is a highly desirable, welcoming destination and point of pride for all residents.
- Every resident has convenient access to library resources.
- Residents have the necessary skills and access to technology to thrive in the 21st century.
- People feel connected to the community and meet others similar to and unlike themselves.
- The library convenes and participates in community partnerships in areas of shared strategic focus.

Because:

- The library serves 180,000 residents of all ages.¹⁶
- A public library is a key component of Macomb Township's vision of a walkable, new-urbanism downtown in the northern part of service area.
- 96% of residents believe that the library should offer free access to high-speed broadband and Wi-Fi.¹⁷
- 91% of residents feel that the library should offer training, technology, and resources to help jobseekers.¹⁸
- 90% of residents believe that the library should help new citizens integrate into the community.¹⁹
- 89% of residents believe that the library should provide a community space where people can meet others similar to and unlike themselves.²⁰
- 87% of residents believe that the library should engage senior citizens by connecting them to the community through library services.²¹
- 79% of residents believe that the library should provide a forum for convening public discussions.²²

¹⁶ SEMCOG estimate July 2016.

¹⁷ 2017 Community Survey of 5,296 resident library cardholders ages 16+.

¹⁸ Ibid.

¹⁹ Ibid.

²⁰ Ibid.

²¹ Ibid.

²² Ibid.

- 14% of survey respondents indicated they use the library’s computers because they discontinued their home internet connection.²³
- 6.4% of residents in the library’s service area are unemployed.²⁴
- 15% or 28,371 residents are age 65+; by 2030 23% of residents are expected to be age 65+.²⁵
- 24% or 43,600 residents have a hearing, vision, cognitive or ambulatory disability.²⁶
- 15% of residents are from non-white/Caucasian backgrounds.²⁷
- 6% or 11,087 of residents are veterans.²⁸
- Over 5% or 2,970 residents speak a language other than English.²⁹
- Social isolation is increasingly recognized as having dire physical, mental and emotional consequences.³⁰

Key Activities:

1. Provide welcoming, safe, clean, accessible, well maintained, ample, formal and informal spaces for the community to meet and interact.
2. Create opportunities for memorable experiences that delight, inspire, and inform customers.
3. Extend the presence of the library beyond its facilities to residents unable to come to the library, non-users or infrequent users.
4. Encourage family and intergenerational engagement through programming and events.
5. Offer technology access, support and training.
6. Assist customers seeking employment or career enhancement.

²³ Ibid.

²⁴ U.S. Census Bureau and SEMCOG 2040 Forecast (2010)

²⁵ Ibid.

²⁶ 2011 – 2015 American Community Survey (2015)

²⁷ 2011 – 2015 American Community Survey (2015): White/Caucasian 154,040 (85%); Black/African-American 18,330 (10%); Asian 4,808 (3%); Hispanic/Latino 4,639 (3%)

²⁸ 2011 – 2015 American Community Survey (2015)

²⁹ 2011-2015 American Community Survey 5-Year Estimates: Italian – 1,138; Spanish – 526; Serbo-Croatian – 509; Polish – 415; Arabic – 382

³⁰ “How social isolation is killing us,” *New York Times*, December 22, 2016 available: <https://www.nytimes.com/2016/12/22/upshot/how-social-isolation-is-killing-us.html>

APPENDIX A – Calculations for select statistics

Population age birth through grade 3 – estimate 18,173:

- Calculate SEMCOG data category for under age 5 (derived from 2010 U.S. Census)
- Assume that children start Kindergarten the September after they turn 5, deduct last year's student counts for grades K-3 from the public schools and private schools (only available from the previous year).
- Homeschoolers do not register with the State of Michigan but the estimate used by the state is 3%.

52.08% of 3rd grade students in the library's service area are not reading at grade level with rates as high as 90+% in a single school:

- Use the data from the M-STEP ELA scores noting that:
 - The numbers don't come out until early fall the following year, the numbers used are from the 2015-16 school year.
 - None of the Clintondale elementary schools scored high enough to register a number (over 10%). 10% had to be used for the purposes of generating a number.
- Private school test scores are not publicly available.
- Homeschoolers do not register with the State of Michigan. The State estimates that 3% of children are homeschooled.