



WILLARD LIBRARY

2023 – 2026 STRATEGIC PLAN

FROM THE DIRECTOR

Discover. Grow. Connect. These three words illustrate Willard Library’s purpose. They reflect not an outcome or final destination, but highlight a dynamic process – a journey – for realizing a better future.

Discovery is the process of learning things about yourself and the world around you. It is the feeling you get when beginning an adventure. The uplift that comes from fueling your passion and finding your strength. The energy provided by exploring different ideas.

Growth is powered by embracing new experiences. It is the courage to take the next step. The freedom found in learning new skills and developing new abilities. The confidence that comes from following your dreams to realize your full potential.

Connection is all about relationships. It is the joy of meeting new people and making new friends. The spirit of letting your voice be heard to express yourself fully. It is being who you are while building a vibrant, caring community with others.

Willard Library is a place where imagination ever expands. It is your inspiration, your toolkit, your catalyst for reaching out and going beyond. Willard Library empowers you, your family, and your neighbors to create a proud, inspired Battle Creek.

— Matt Willis, Willard Library Director

STRATEGIC PLAN UPDATE TEAM

Stephanie Boyd, Librarian
Alisha Daugherty, Librarian
April Dillinger, Deputy Director
Tynisha Dungey, Director of Youth Services
Meschele Roberts, Support Staff
Kristina TerMolen, Support Staff
Matt Willis, Director

WILLARD LIBRARY BOARD OF TRUSTEES

Salli Baltutat, Lakeview Community Schools
Kathleen Baker, Battle Creek Public Schools
Michelle Herzog, Pennfield Schools
James Keefer, Harper Creek Community Schools
Judith Williamson, Battle Creek Public Schools

OUR PURPOSE

Willard Library sparks discovery, growth, and connection.

Discover. Grow. Connect.

OUR VISION

A proud, inspired Battle Creek.

OUR VALUES

Opportunity — We defend intellectual freedom and equitable access.

Curiosity — We inspire exploration and creativity.

Compassion — We treat everyone with kindness and respect.

Community — We foster inclusiveness and belonging.

Stewardship — We skillfully manage community resources.

OUR STRATEGIES

I. ATTRACT AND RETAIN USERS.

Goal 1: We provide a safe and welcoming place for everyone.

Goal 2: We deliver programming at convenient times that responds to the varied interests of all segments of the community.

Goal 3: We are a community hub that offers casual settings for conversation, collaboration, and media consumption.

Goal 4: We support creativity.

Goal 5: We reach diverse communities through a dynamic communication strategy.

II. NURTURE A CULTURE OF LITERACY.

Goal 1: Our physical and digital collection is representative of our community.

Goal 2: We build a solid foundation for literacy and foster a love of reading.

Goal 3: We excel in new digital media, technology, and communication trends.

Goal 4: We are a go-to place for current and relevant resources and information.

Goal 5: We present opportunities for growth in digital literacy.

III. BUILD COMMUNITY.

Goal 1: We deliver enriching experiences that enhance quality of life.

Goal 2: We tell Battle Creek's story.

Goal 3: We cultivate strong partnerships with organizations that serve diverse communities.

Goal 4: We further educational outcomes and economic opportunities.

Goal 5: We motivate community engagement and participation.

IV. GROW LEADERS FROM WITHIN.

Goal 1: We offer professional development at all organizational levels.

Goal 2: We embrace a culture of openness, acceptance, and inclusion.

Goal 3: Our recruitment and hiring practices are inclusive and equitable.

Goal 4: We appreciate each other and celebrate our successes.

Goal 5: We are dedicated to open communication and constructive dialogue.