

# DESTINATION 2028

# Livonia PUBLIC LIBRARY STRATEGIC PLAN



libraryIQ

PREPARED FOR  
Livonia Public Library  
April, 2024

# Introduction

In a fast-changing, increasingly digital world, the time for library strategy is now. With strategy comes a shift in focus to the most useful and impactful services. Through this plan, the Livonia Public Library will strengthen its foundational core - integrating operations, collections, programs, physical spaces, and technologies - to support a thriving population in Livonia.

With that core in place, Library leaders will have the flexibility to adapt to new challenges and opportunities. They will be able to accelerate services, allocate resources to find new pathways for growth, and respond to changing community needs. The Library has always been a sanctuary for curiosity, a haven for exploration, and a gateway to discovery. It's time to amplify these roles, reimagining them in the context of the digital age.

From revitalizing and optimizing operations to providing welcoming and cozy spaces, from curating cultural and educational experiences to nurturing digital literacy, each step leads to a strong and vibrant Library tailored to Livonia.



# Strategic Planning Process

When the strategic planning process began in September 2023, the team set out to answer three key questions:

**1. What will the Livonia community look like in 2028? What community needs and wants are within the Library's mission to provide?**

Research focused on demographics, interests, and evolving needs. Surveys, focus groups, individual interviews, demographic research, and consumer segmentation analysis were conducted.

**2. How can Library resources and services evolve to meet the identified community needs?**

Research focused on existing programs, collections, technology, and services to assess their alignment with the needs and wants of local residents.

**3. What strategic goals should the Library pursue to address community needs effectively, and what are the measurable objectives associated with these goals?**

Analysis and synthesis of information and data resulted in a clear set of strategic goals and objectives.

**DESTINATION 2028 is rooted in public input and data.** From collection performance to Library use to patron and resident segmentation and mapping, the strategic plan is based on facts. National best practices, local demographics, growth projections, economic and social climate, facility use, and programs engagement were also part of the analysis. Through a dedicated public engagement website, survey, focus groups, individual interviews, and direct staff participation, **ideas and feedback were gathered from nearly 1,300 residents** throughout the community. Data sources include:

- LibraryIQ collection data analytics
- LibraryIQ consumer and Library patron segmentation recommendations
- Livonia Public Library strategic planning website
- United States Census
- Livonia Vision21 Strategic Development
- Institute of Museum and Library Services

# Mission and Vision

**DESTINATION 2028** includes a new mission and vision for the Library.

## MISSION

The mission of the Livonia Public Library is to be a vibrant hub for community gathering. Anchored in excellent and caring customer service, the Library provides access to information, diverse services, education, and digital literacy for all.

## VISION

Welcoming spaces, trusted information, and enriching experiences for a thriving Livonia.

# Key Challenges

**A few key challenges emerged from the research process:**

1. Need for updated and optimized spaces at the Civic Center branch.
2. Need for quality services outside Library building walls.
3. Need to provide quality services within the current budget.
4. Need for all residents to use technology to its fullest for work, school, and life enrichment.
5. Need for places residents can conduct meetings, form interest groups, and meet neighbors to strengthen connections and unify the community.
6. Need for spaces and opportunities to engage with literacy, art, and cultural activities.

# Organizational Priorities/Planning Themes

## SUSTAINABLE OPERATION



The Livonia Public Library will continue to offer high-quality services while optimizing operational practices for maximum impact.

### STRATEGIES

- ▶ Support operational efficiency
- ▶ Establish measurable performance indicators
- ▶ Improve electronic collection access and ease-of-use
- ▶ Deploy generative artificial intelligence as appropriate in everyday operation
- ▶ Continue providing well-used and well-maintained print collection

## DIGITAL LITERACY



Livonia Public Library will empower the community with essential digital literacy skills, fostering digital inclusivity and ensuring equitable access to digital resources and information.

### STRATEGIES

- ▶ Ensure a comprehensive understanding of patron-facing technology among Library leaders and staff
- ▶ Help close the “tech-fluency” gap for residents, particularly in emerging technologies
- ▶ Dedicate time for Library leaders and staff to research and explore new, tech-inspired ideas
- ▶ Position the Library as a place for technology access and support
- ▶ Provide focused, limited, high-value patron-facing technology

# CENTER FOR COMMUNITY GATHERING



The Livonia Public Library will provide cozy, welcoming spaces that bring the community together.

## STRATEGIES

- ▶ Determine appropriate investment for Library locations
- ▶ Ensure Library spaces are inviting, comfortable, and useful
- ▶ Align with City of Livonia Housing and Neighborhoods goal
- ▶ Align with City of Livonia Healthy Communities goal
- ▶ Align with City of Livonia Economic Development goal
- ▶ Align with City of Livonia Parks, Trails and Open- Space goal
- ▶ Encourage residents to gather and connect
- ▶ Support family gatherings

# COMMUNITY ENGAGEMENT



Livonia Public Library will provide services, experiences, and communication to support a dynamic and growing Livonia.

## STRATEGIES

- ▶ Raise awareness of Library services
- ▶ Educate residents about modern Library services
- ▶ Raise awareness of technology available at the Library
- ▶ Raise awareness of services available on the website (virtual Library)
- ▶ Reinforce the Library's standing as the place for literacy in Livonia
- ▶ Ensure school-age children are engaged with learning
- ▶ Support local education
- ▶ Enhance an inclusive Livonia Public Library
- ▶ Connect with community members through partnership
- ▶ Offer services beyond Library walls
- ▶ Help prepare young children for kindergarten

# APPENDIX I

## Environmental Scan

## Demographics

Livonia, Michigan has around a total population of 93,970 - 48,161 (51%) females and 45,809 (49%) males. The median age is 45 years. An estimated 18% of the population is under 18 years, 31% is 18 to 44 years, 30% is 45 to 64 years, and 21% is 65 years and older.

There are 37,650 households in Livonia, Michigan. The average household size is around two people.

An estimated 92% of the people living in Livonia, Michigan are US natives. 79% of the population are living in the state where they were born.

## Economics

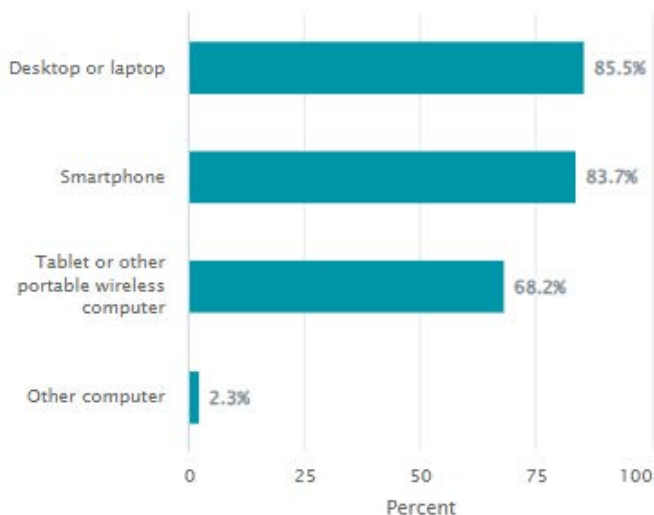
The median income of households is \$82,158. An estimated 3% of households have income below \$10,000 a year and 7% have income over \$200,000 or more.<sup>1</sup>

## Household Income



<sup>1</sup> US Census American Community Survey. <https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/2020/report.php?geotype=place&state=26&place=49000>

## Technology



Among all households, 82% have a cellular data plan; 83% have a broadband subscription such as cable, fiber optic, or DSL; 4% have a satellite internet subscription; 0.3% have dial-up alone; and 0% have some other service alone.<sup>2</sup>

## Education

95% of people 25 years and over have at least graduated from high school and 37% have a bachelor's degree or higher. An estimated 5% did not complete high school.

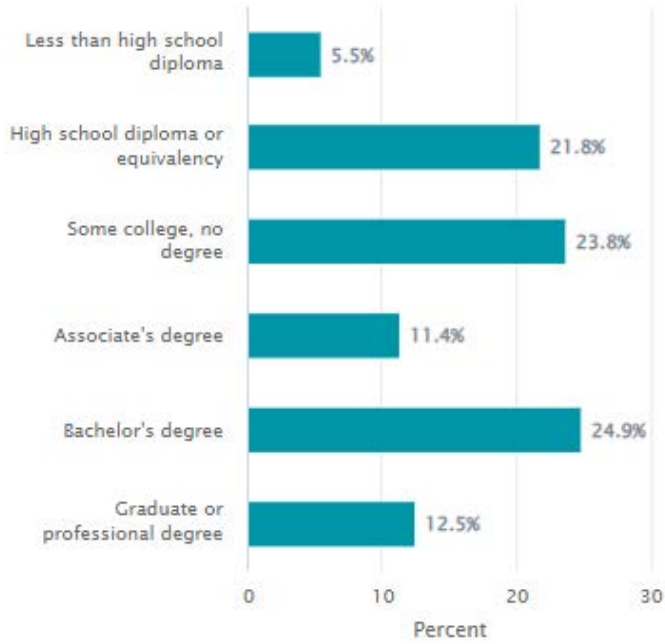
The total school enrollment is around 20,928. Nursery school enrollment is 1,283 and kindergarten through 12th grade enrollment is 12,855. College or graduate school enrollment is 6,790.<sup>3</sup>

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<sup>2</sup> US Census American Community Survey. <https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/2020/report.php?geotype=place&state=26&place=49000>

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## Educational Attainment



## Employment

Civilian employed population 16 years and over	Number	Percent
Management, business, sciences, and arts occupations	21,883	45.7
Service occupations	6,844	14.3
Sales and office occupations	10,775	22.5
Natural resources, construction, and maintenance occupations	3,348	7.0
Production, transportation, and material moving occupations	4,986	10.4