

WAUWATOSA PUBLIC LIBRARY

2021 Action Plan



Adopted by the Wauwatosa Library Board on January 20, 2021

The Wauwatosa Public Library developed a five-year strategic plan focused on how the Library can best serve the community. That plan assisted the Strategic Plan Working Committee in understanding the needs and goals of Wauwatosa, how the Library is currently meeting those needs, and how the Library can further support the community.

Strategic Goal I: Improved Services

The core focus of the Library is literacy, education, and community collaboration.

Objectives:

- A. Balance services, programs, and resources to best serve the entire community.
 - Adult programming: Adult Library staff will research public library programming trends and report on potential activities by May 2021, with an emphasis on virtual and modified in-person programs.
 - Young adult services: Adult Library staff and Administration will research and evaluate staffing options to deliver young adult services by June 2021.
 - Services to seniors: Adult Library staff will continue to research public library trends and report on potential activities by May 2021.
 - Services to underserved groups: Library staff will research library trends and evaluate methods to continue modified services such as curbside pickup and alternative programming.
- B. Increase accessibility to services, programs, and resources.
 - Library policy development: Administration staff will continue to evaluate current policies for Library Board updating and review.
 - Library hours: Administration staff will research library hours in advance of the 2022 budget process, with a focus on expanding the number of hours, and related staffing needs.
 - Outreach: Adult Library and Children's Library staff will identify ways to safely participate in three new community events in 2021.
- C. Develop and maintain high-quality collections.
 - Adult Library and Children's Library: Library staff will utilize collection management software to assist with collection development. There will be an emphasis on right sizing the collection for the available space, for patron experience, and staff efficiency. Staff will target specific areas for improvement.

D. Establish assessments and metrics to determine and evaluate service, program, and resource priorities.

- Adult Library and Children's Library: Adult Library and Children's Library staff will develop and implement programming surveys for the public and for local organizations by September 2021.
- Library Board: Administration staff and Library Board representatives will revise Library Board statistical reports by March 2021 to reflect Library Board needs.

Strategic Goal II: Improved Spaces

Library spaces are welcoming, flexible, and able to meet the evolving needs of the community to explore, create, learn, and connect.

Objectives:

A. Implement physical and technological modifications that improve the utilization and flexibility of Library spaces.

- Adult Library: Library staff will research options to improve service levels and increase staff efficiencies.
- Circulation Area: Library staff will research options for eventually adding a public catalog/registration terminal in circulation. Library staff will research modified options for book sales and hold shelves, and long-term service needs.
- Atrium: Library staff will identify display options for the Atrium for Foundation support. Library staff will identify improvements to the atrium display cases as a Foundation project.
- Display options: Library staff will identify display improvements for the Adult Library, Children's Library and Circulation area.
- Patron seating: Library staff will continue to work with the Foundation on adding additional seating in the Adult Library.

B. Make it easier for Library users to find and access what they need in the physical and virtual spaces of the Library.

- Library staff will utilize collection management software to assist with collection development. There will be an emphasis on right sizing the collection for the available space, for patron experience and staff shelving efficiency. Staff will target specific areas for improvement.
- Library staff will identify improvements in collection signage and wayfinding signage.

C. Work with the City as it considers space needs and opportunities.

- Library Board and Library staff will work with the City on a Municipal Complex space study.
 - Adult Library options
 - Children's Library options
 - Circulation area options
 - Meeting space options
 - Staff work spaces
- Explore the possibility of developing an outdoor space for programming and public use.
- Administration staff will work with City IT staff on review and placement of security cameras by November 2021.

Strategic Goal III: Improved Communication & Community Engagement

Comprehensive communication strategies will be simple and appropriate to inform the community of the Library's value and all it has to offer.

Objectives:

A. Increase awareness and use of Library services, programs, and resources through targeted, well-planned marketing.

- Library staff will develop an outreach procedure manual by June 2021.
- Library staff will identify needed outreach materials by April 2021 to standardize and improve the Library's outreach efforts, with an emphasis on modified and virtual services.
- Outreach: Adult Library and Children's Library staff will connect with three organizations for outreach possibilities in 2021.
- Marketing: Library Administration will research marketing needs and tasks, and research staffing needs to meet those tasks.

B. Increase engagement with infrequent users of the Library.

- Services to underserved groups: Library staff will research library trends and evaluate methods to continue modified services such as curbside pickup and alternative programming.

C. Build partnerships in the community that support and advance the mission of the Library.

- Schools: Children's Library staff will connect with Wauwatosa elementary schools in 2021 on a regular basis. Adult Library staff will connect with Wauwatosa middle and high schools in the 2021-22 school year.
- Business community: Adult Library staff and Library Board representatives will reach out to the local Chamber of Commerce and service groups to identify needs that the Library could meet.

D. Collaborate with the Wauwatosa Public Library Foundation to secure funding and resources to meet the Library's mission.

- Library Board representatives and Administration staff will continue to provide regular updates to the Foundation on Library issues and needs.
- The Library Board will engage the Foundation regarding capital fundraising for library improvements, both for short-term and long-term projects.

E. Develop advocacy efforts to increase awareness of the value and importance of the Library.

- Advocacy engagement: Administration staff will develop an advocacy calendar by July 2021 to guide staff and Library Board trustees in advocacy efforts.
- City engagement: Library Board representatives and Administration staff will provide regular updates to City administration on Library issues and needs throughout 2021.