

# WAUWATOSA PUBLIC LIBRARY

## 2022 Action Plan



*Adopted by the Wauwatosa Library Board on February 16, 2022*

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 develop a schedule of 2022 programs.
  - Young adult services: The Young Adult Librarian will develop a schedule of 2022 programs.
  - Services to seniors: Adult Library staff will continue to research public library trends and report on potential activities by Fall 2022.
  - Services to underserved groups: Library staff will research library trends and evaluate methods to continue modified services such as curbside pickup and alternative programming.
    - Library staff will work with school district staff to develop critical literacy skills in line with curriculum and promote educator cards.
    - Library staff will use potential ARPA funds for underserved collection development.
- 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.
  - Outreach: Adult Library and Children's Library staff will participate in community events in 2022.
- 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.

## 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 existing Library spaces.

- Library staff will explore options or additional placement of self-check machines.
- Atrium: Library staff, with Foundation support, will identify display options in the atrium to improve awareness and access.
- Display options: Library staff will identify display improvements for the Adult Library, Children's Library and Circulation area.

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.

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

- Administration staff will work with City IT staff on review and placement of security cameras.
- The Library Board will engage the Foundation regarding capital fundraising for library improvements, both for short-term and long-term projects.

## 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.
  - 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.
  - Library staff will use potential ARPA funds for underserved collection development
- C. Build partnerships in the community that support and advance the mission of the Library.
  - Schools: Library staff will work with school district staff to develop critical literacy skills in line with curriculum and promote educator cards.
  - Business community: 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 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.