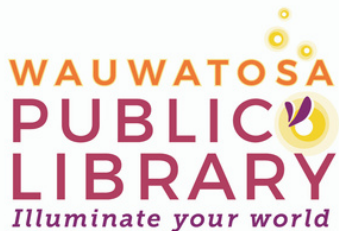


WAUWATOSA PUBLIC LIBRARY

2023 Action Plan



Adopted by the Wauwatosa Library Board on February 15, 2023



Wauwatosa Public Library
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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 Foundation-supported program series that will run from September, 2023 to May, 2024
 - Young adult services: The Young Adult Librarian will create a Teen Advisory Board for the 2023-2024 school year.
 - Services to seniors:
 - Adult Library staff will participate in Recreation Department awareness events for seniors.
 - Circulation and Adult Library staff will develop information on circulation options for senior living facilities.
 - Services to underserved groups:
 - Library staff will continue to utilize ARPA funds for underserved collection development.
 - Circulation staff will implement a pilot books-by-mail program.
- 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.
 - Children's Librarians will place an emphasis on connecting with west-side schools.
 - Implement CountyCat app self-check feature in 2023.
- 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 implement improved display options in 2023.

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 update end panel signage.
- Library staff will examine electronic signage for the Library.

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

- The Library Board will engage the Foundation regarding capital fundraising for library improvements for short-term projects.
- The Library Board will engage the Foundation regarding capital fundraising for library improvements for long-term projects.
- The Library Board will engage the City on municipal complex needs.

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 staff will implement an electronic newsletter in 2023.
- Outreach:
 - Adult Library and Children's Library staff will participate in community events in 2022.
- Circulation staff will implement an alternative library card in conjunction with library card sign up month.

B. Increase engagement with infrequent users of the Library.

- Circulation staff will implement a pilot books-by-mail program.

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

- Schools: Continue to work with the schools to develop best practices with school 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 for short-term projects.
- The Library Board will engage the Foundation regarding capital fundraising for library improvements for 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.
- Library Board and Administration staff will develop a talking point sheet for Board trustees and Foundation directors regarding the municipal complex.
- City engagement: Library Board representatives and Administration staff will provide regular updates to City administration on Library issues and needs.