

WAUWATOSA PUBLIC LIBRARY

2020 Action Plan



Adopted by the Wauwatosa Library Board on November 20, 2019

The Wauwatosa Public Library developed a five-year strategic plan focused on how the Library may best serve the community. The planning process 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 may further support Wauwatosa.

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, 2020.

Young adult services: Adult Library staff and Administration staff will research and evaluate staffing options to deliver young adult services by June, 2020.

Young adult programming: Adult Library staff will research options for creating a teen advisory board by October, 2020.

Services to seniors: Adult Library staff will research public library trends and report on potential activities by May, 2020.

Services to underserved groups: Adult and Children's Library staff will research public library trends and connect with two community groups to identify community needs by September, 2020.

B. Increase accessibility to services, programs, and resources.

Library policy development: Administration staff will complete the updated high priority policies for Library Board Adoption and begin updating medium priority policies for Library Board Adoption by February, 2020.

Library hours: Administration staff will research library hours in advance of the 2021 budget process, with a focus on expanding the number of open Sundays from the current 27 per year.

Outreach: Adult Library and Children's Library staff will identify three new community events in 2020 for Library participation.

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.

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 by September, 2020.

Library Board: Administration staff and Library Board representatives will revise Library Board statistical reports by May, 2020 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.

Children's Story Time Room: Children's Library and Administration staff will work with the Wauwatosa Public Library Foundation to update the floor in the Children's Library Story Time Room to meet programming demands and improve patron comfort by July, 2020.

Patron seating: Library staff will develop a patron seating replacement plan by September, 2020 that the Wauwatosa Public Library can support as a multi-year project.

Children's Library Restrooms: Children's Library and Administration staff will work with the City Facilities Manager on redeveloping the Children's Library Boys and Girls restrooms into family restrooms and space for a lactation room by October, 2020.

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

Library website: Library staff and the Library webmaster will develop a plan by July, 2020 for website improvements with a focus on simplifying staff ability to update content.

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

Facility and space planning: Library Board representatives and Administration staff will meet with City Administration staff regarding space planning options.

Security assessment: Administration staff will work with City IT staff on review and placement of security cameras by November, 2020.

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.

Outreach: Library staff will develop an Outreach procedure manual by June, 2020.

Outreach: Library staff will identify needed outreach material by April, 2020 to standardize and improve the Library's outreach efforts.

Outreach: Adult Library and Children's Library staff will identify three new community events in 2020 for Library participation.

B. Increase engagement with infrequent users of the Library.

Services to underserved groups: Adult and Children's Library staff will research public library trends and connect with two community groups to identify community needs by September, 2020.

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

Schools: Children's Library staff will visit all Wauwatosa elementary schools in 2020 on a regular basis.

Business community: Adult Library staff will meet with Wauwatosa Chamber of Commerce staff by October, 2020 to identify local business 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 provide regular updates to the Foundation on Library issues and needs.

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, 2020 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 2020.