Middleton Public Library

Strategic Plan
2018-2021

Updated January 9th, 2018
Adopted July 14, 2015

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Mission Statement:

“The mission of the Middleton Public Library is to make a positive difference in the quality of life in our community.”

We will accomplish our mission by…

- Offering a safe and welcoming environment in an aesthetically pleasing and conveniently organized facility;

- Supplying free and open access to information and diverse ideas, while protecting the privacy of library patrons;

- Meeting the educational, informational, and recreational needs of the community through information collections, resources, programming and outreach; and

- Providing highly competent library staffs to assist, guide, and instruct the public in the use of library resources and information gathering.
Overview of 2018-2020
Goals & Objectives

Goal area 1: General Library Operations

The library provides area residents with optimum access to its services and programs through a highly qualified staff that anticipates and meets the diverse needs of the community.

Objective 1: Continue advances and innovations in customer service
Objective 2: Create a greater sense of inclusion and sense of community spirit through sustainable and strategic partnerships
Objective 3: Recruit and retain phenomenal staff, volunteers, and board members
Objective 4: Provide effective training and development to support staff and volunteers
Goal area 2: Access to materials and information

The library affords all area residents ready access to a broad collection of materials in a variety of formats that record our knowledge, ideas, and culture. The library offers guidance and encouragement in their use, and provides access to reliable and easily available sources of information.

Objective 1: Continue improvements to programming and the collection

Objective 2: Enhance lifelong learning and literacy opportunities

Objective 3: Engage all of our citizens with diverse offerings
Goal area 3: Technology

The library offers broad access and service through emerging electronic resources and provides formal and informal instruction in their use. The library uses technology to increase efficiencies and optimize service to the public.

Objective 1: Integrate flexibility for rapidly changing technological advances while providing online expansion

Objective 2: Leverage technology for greater staff productivity and public accommodations

Objective 3: Maintain exceptional data security, reliability and privacy

Objective 4: Provide enhanced technology training programs for staff and patrons
Goal area 4: Facility Needs

The library facility offers a convenient location, a pleasant atmosphere, easy and safe access, adequate space and efficient quality services.

Objective 1: Facilitate a welcoming, safe and inviting atmosphere
   a. Provide defined noise-level appropriate library facilities

Objective 2: Provide enhanced accessibility: easy and safe access
   a. Improve patron flow and workflow throughout the facilities and outdoor spaces
   b. Provide appropriate sightlines and wayfinding for the collection, computers, etc.
   c. Enhance facility-related staff productivity and efficiency

Objective 3: Efficient quality services
   a. Provide more flexible meeting and creation spaces
   b. Develop large group meeting and study rooms
   c. Facilitate more enhanced creative programming space on first floor and after hours
   d. Provide enhanced Friends’ services and space needs
   e. Integrate local history services

Objective 4: Maintain long-term expansion and building opportunities
   a. Work with Middleton City Council, City Staff, and Library Building Committee to define scope of work for Civic Campus
   b. Identify short term needs and prioritize for short and long-term ROI
Goal area 5: Programming and Community Relations

The library offers programming for all ages on a broad spectrum of topics including cultural events and public instruction. The library develops partnerships with organizations, institutions, and businesses to meet the developmental needs (social, intellectual and recreational) of users, and to enrich visibility by strengthen its leadership role in providing information access services to the community.

Objective 1: Define and integrate “community center” components
Objective 2: Offer learning opportunities that support a wide array of learning styles and 21st Century Literacies
Objective 3: Leverage current and initiate future service and program partnering, especially with Middleton City Departments and the Middleton Cross Plains Area School District
Objective 4: Build relationships through volunteerism and opportunities
Goal area 6: Sustainability

The library embraces and recognizes environmental management as an important component to the operations of the library. The library strives to encourage and promote sustainable development and environmental stewardship.

Objective 1: Establish sustainability goals in collaboration with the City of Middleton Sustainability Committee
Objective 2: Reduce energy usage
Objective 3: Provide energy-usage and green collection materials
Goal area 7: Financial Development

As an essential community service, library operations are supported through public funding and donations. Additional services and start-up opportunities are funded with revenue generated beyond operating costs.

Objective 1: Increase fund raising via gifts and grants
   a. Continue to develop ‘Support’ page on website to accept online payments
   b. Collaborate on events with Friends, Development Committee and community partners

Objective 2: Support ongoing Friends efforts

Objective 3: Increase savings through South Central Library System and WiLS collective purchasing options