



# STRATEGIC ROAD MAP

## AREAS OF FOCUS 2020-2025

# 1

### COMMUNITY PARTNERSHIPS

*Focuses on empowering and connecting with individuals and groups who have the knowledge, skills, and social connections to take action in creating a strong, vibrant community.*

1. Collect and value input from library users and increase communication with underrepresented populations to better understand needs, identify barriers to use, and increase use of the library.
2. Create more opportunities for the public to share their talents and expertise.
3. Grow and strengthen relationships with strategic area partners.

# 2

### CIVIC ENGAGEMENT

*Focuses on advocating for the city of Middleton and its residents.*

1. Align the goals of the Middleton Public Library with the goals of the City of Middleton.
2. Cultivate a collection and offer programming that reflects the entire community.
3. Develop service strategies responsive to community needs.

# 3

### INCLUSION AND BELONGING

*Focuses on creating opportunities for people to experience, express, and celebrate cultures, diversity, equity, and inclusion.*

1. Provide effective leadership in the development, coordination, implementation and assessment of programs, collections, and services to promote diversity and understanding of bias and differences.
2. Honor freedom of expression, intellectual freedom, the right to read, and civil discourse as fundamental to personal, professional, and organizational growth.
3. Develop the skills and capacity of staff, board, and volunteers to support diverse communities of users and advocates for resources.

# 4

### PLACE AND SPACE

*Focuses on providing physical and virtual spaces that are safe, modern, welcoming, and flexible.*

1. Create accessible spaces inside and outside of the library that support connections, experiences, and literacy.
2. Increase patron's ability to find, understand, and utilize what they need in the library and online.
3. Continue to plan for the long-term future by participating in the Community Campus Plan.

# 5

### SHARING THE IMPACT

*Focuses on communicating why and how the library is here for you.*

1. Protect patron privacy and increase awareness and use of services and resources.
2. Develop improved communication efforts and methods to reach current and potential users.
3. Celebrate the critical role the library plays in fostering multiple literacies.

# 6

### THRIVING TOGETHER

*Focuses on creating an environment where people want to be.*

1. Create and nurture a culture of continuous and innovative learning and development for staff, board, and volunteers.
2. Strengthen the organizational structure of volunteers and Friends group and work with members to broaden support of the library's mission.
3. Ensure short and long-term fiscal sustainability through thoughtful financial development, donor relationships, and partnerships.