



MIDDLETON
PUBLIC LIBRARY

STRATEGIC ROAD MAP

AREAS OF FOCUS 2026 - 2030

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. Expand and optimize Bookmobile services based on first-year analysis
2. Strengthen deliberate partnerships with strategic community organizations
3. Create pathways for patrons to share talents, expertise, and library advocacy

2

CIVIC ENGAGEMENT

Focuses on advocating for the City of Middleton and its residents while positioning the library as a civic resource beyond its physical walls.

1. Align library goals with evolving City of Middleton priorities
2. Position the library as a resource and gathering place for civic participation
3. Cultivate collections and programming that reflect the entire community

3

INCLUSION AND BELONGING

Focuses on creating opportunities for people to experience, express, and celebrate cultures, diversity, equity, and inclusion while building internal capacity.

1. Provide effective leadership in diversity, equity, and inclusion initiatives
2. Honor fundamental library values and civil discourse
3. Build capacity of staff, board, and volunteers to serve diverse communities

4

PLACE AND SPACE

Focuses on providing physical and virtual spaces that are safe, modern, welcoming, and flexible while planning strategically for future facility needs.

1. Lead strategic participation in the Community Campus Plan
2. Optimize current spaces for patron experience and connection
3. Enhance wayfinding and accessibility across all library touchpoints

5

SHARING THE IMPACT

Focuses on communicating why and how the library serves the community while demonstrating return on investment.

1. Demonstrate library value and return on community investment
2. Strengthen communication and awareness across stakeholder groups
3. Protect patron privacy while expanding awareness of services

6

THRIVING TOGETHER

Focuses on creating an environment where people want to be while ensuring organizational sustainability through strong governance, fundraising, and staff development.

1. Ensure long-term fiscal sustainability through diverse revenue streams
2. Strengthen organizational capacity and governance
3. Foster culture of continuous learning and organizational growth