



## February 2020 Monthly Strategic Road Map Report

### Civic Engagement

*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.*

Priorities:

1. Continuously 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.

- [Community Campus Committee](#) continued working on moving forward with [HiAP](#) and presents to City Council on 3/17 7:30pm. HiAP is creating a new framework for gathering public input through a Health in All Policies lens, similarly to an Equity/Diversity/Inclusion lens, for improved policy making and planning. This represents a new framework for approaching public input gathering that can be utilized cross-departmentally to a variety of projects and planning purposes.



2. Cultivate a collection and offer programming that reflects the entire community.



- Check out the [March/April Library Newsletter](#) for info on local the new history room, programs, local authors project that Sarah Hartman and Liz Zimdars have been working on.



### Place and Space

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

Priorities:

1. Increase patron's ability to find, understand, and utilize what they need in the library and online.
  - Signage! A cross-departmental/staffing level team (pictured below: Barbara Henderson, Kelsey Hudson, Therese Maring, Tiff Toltgen, Donna Loretta, Rebecca Light) are working to overhaul building signage from top to bottom. This includes directional, informational, collections, etc. We are in the process of creating an inventory, experimenting, and applying an equity lens to identify invisible barriers. So far we have

engaged with the firms [Suttle and Straus](#) and [Tingalls Graphic Design](#) for assistance and quotes. We hope to finalize the entire signage project by December 2020.



### Sharing the Impact

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

**Priorities:**

**1. Increase awareness and use of services and resources.**

**Down the Road** – Staff is working on creating an impact page called [midlibrary.org/Future](http://midlibrary.org/Future). This is where we will share impact stories, demonstrate library work coming to life, and focus on future planning while creating access to archives, like the [space needs study](#).

***\*Email from program attendee***

***Subject: Re: Reminder: Suminigashi Paper Marbling Workshop this Thursday, 2/13 6:30 pm***

*Hello,*

*I want to express thanks again for offering me (and others) the opportunity to experience suminigashi. What a lovely thing to do on a bitterly cold February night! Thank you so much for all that you did to make this event happen, and to create just the right space for it. I woke up this morning and looked at each of my cards with their swirling colors, each unique and unduplicable. And it gave me...a sense of peace and hope. Please share my gratitude with Theresa who was such an inspiring teacher and set just the right tone.*

*Blessings upon you!*

*Jen R.*

### Thriving Together

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

**Priorities:**

**1. Create and nurture a culture of continuous and innovative learning and development for staff, board, and volunteers.**

- Performance Conversations - March is traditionally the time for our annual performance reviews. We have been using the same 'meh' form for the last several years with the purpose of recording a once-a-year conversation to track and 'measure' job performance. This strategy does not capture all that staff have to offer, it puts a lot of pressure on a conversation that should be fun, and lacks depth and purpose. For the next year 2020-2021 we will have 'conversation prompts/starters' multiple times/year with direct supervisors. The purpose of these conversations is to build relationships and improve communication and belonging. The frequency will vary by department and the topics will center around the Strategic Road Map. Everyone is encouraged to bring topics to discuss with their supervisor - what's working, what's not working, an idea you have, etc. Tough topics/crucial conversations will happen as needed and job performance concerns will be addressed immediately. Supervisors will compile notes from these multiple conversations in March 2021 and this is what will go into personnel files as a permanent record.

- Emergency Procedures Manual and chain of command - Staff Development Day on 3/13/2020 will focus on Safety, Security, and Self-Care. With the Next Chapter changes in our points of service/building access and staffing responsibilities, we needed to update our procedures. This has been a major focus this month for our Circulation Supervisor Team and they will lead our table topics conversations at Staff Development Day.
- Library Learning Session this month featured Early Literacy: Why it's important, how to talk about it in customer service transactions, and what really happens in a storytime.



**2. Ensure short and long-term fiscal sustainability through thoughtful financial development, donor relationships, and partnerships.**

- [SCORE](#) workshop – Rebecca and Jocelyne attended a fundraising workshop and gleaned several take-aways to share with the Development Committee on 3/19/2020, along with strengthened relationships with the fundraising community in Dane County.

***\*Generous surprise donation received this month***

Middleton Public Library  
 Attn. R. Light  
 7425 Hubbard Ave.  
 Middleton, WI 53562

To whom it may concern.

My sister, [REDACTED] Middleton, WI has directed me to get the enclosed check for \$25,000 to you. She has enjoyed your services frequently over the years. She was an avid reader first of all, but she also found the programs you put on as deeply interesting and informative. As such, one of her dying wishes to get this check to you to continue your great work.

Sincerely,

**Down the Road:** Grant Applications for the Next Chapter Project. We are beginning to take a deep dive into reviewing statistics for operational optimization i.e Sunday hours, service desk scheduling, etc. Job descriptions and compensation for Page 2's is currently under review with city compensation study consultants Baker and Tilly.