



May 2020 Monthly Strategic Road Map Report

The Library remains temporarily closed until at least 6/28/2020, in response to COVID-19

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.**
- 2. Cultivate a collection and offer programming that reflects the entire community.**
- 3. Develop service strategies responsive to community needs.**



Need some help finding your next great read?

Librarian's Choice Requests start today!

visit our website at <https://www.midlibrary.org/Librarians-Choice-Request>

and fill out the form. As soon as your items are ready, you will receive an email and can schedule curbside pickup service.

The Youth and Adult Services Departments continue to respond and adjust programming virtually to meet community priorities. From storytimes, to escape rooms, timely lectures, book discussions, and tech instruction, staff continue to learn and move forward with sustainable processes that support a variety of programs. Social media communication continues to play a major role in content delivery and promo. Most recently launched is a service called “Librarian's Choice”.

Feedback from a digital escape room attendee:

“Thank you so much to you (and all of your library team) for bringing such brightness and energy to the community during these unusual months! You are all a gift to us!

Happy week, stay safe,

Winnie”

***Down the road:** Jocelyne is working with the new City of Middleton Human Resources Manager, Brian Wolhaupter, to update job descriptions and create policy and framework for supporting staff at home working during COVID-19, as well as, establishing the same for the ‘new working normal’ moving forward. There is not currently a telecommuting policy in place for city employees.

Inclusion and Belonging

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

Priorities:

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 to respond to diverse communities of users.

Public Libraries around the world are responding and taking action to support communities in their individual and collective journeys to end racism. [Beyond the Page](#) is an endowment that funds free humanities programs at Dane County libraries. In 2021-2022 Beyond the Page programs will be unified under the common theme of racial equity throughout all Dane County Libraries. Through the [Ripple Project](#) we aim to leverage libraries to engage communities in meaningful reflection and dialogue about race. In addition to offering free public programming, library staff will participate in diversity, equity and inclusion training.



Place and Space

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

Priorities:

1. Implement and assess Next Chapter goals 1. Increase square footage available to the public 2. Create flexible spaces for new ways of gathering 3. Improve the customer service experience

Refine Paint and Designs finished the final touches on the lower level murals that include both meeting rooms and the hallway. Inclusion and accessibility lens, including Dementia Friendly Guidelines, were consulted in the creation of the design and impacted color, pattern, placement, and several other improvements like a railing.

2. Increase patron's ability to find, understand, and utilize what they need in the library and online.

-Selectors and Technical Services staff are ordering new materials and working on a variety of collection management projects behind the scenes during the closure. Big shout out to circulation staffers Travis, Margo, Ava, Sophia, Linda, Ann, Sara, Maria, Barbara and Brendan for trialing and sustaining curbside holds pickup as we begin to move forward with adding more staff and expanding hours.

In the month of May MID offered 20 days/72 hours of service with 1758 pickups and checked out 13882 physical items.

Patrons used 5858 wifi sessions.



[-Libraries around the world begin preparations to reopen](#), as well as look to the future while establishing the 'new normal'. With support from the [WI DPI on reopening guidelines](#), we are focusing on reopening in phase 2 of the [Forward Dane Plan](#). A phased re-opening of the library will start with limited hours and a 'grab and go' service model. Service priorities will include pc access and holds pick up. Staff are putting together procedures and process to require masks upon entering the building (exceptions include medical and children under 2 years of age) and limit the number of people in the building at one time. Continued communications are under development and forthcoming.

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.**
- 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.**

***Down the road** – Management Team has been working with Tingalls Graphic Design on the creation of new logo and branding. This is needed to inform the updating of signage throughout the building that is part of the Next Chapter project.

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.**
- 2. Strengthen the organizational structure of volunteers and Friends group and work with members to broaden support the library's mission.**
- 3. Ensure short and long-term fiscal sustainability through thoughtful financial development, donor relationships, and partnerships.**

- Jocelyne attended several webinars this month in regards to 'Raising Capital in Uncertain Times', etc. COVID-19 and the closure stalled fundraising efforts. The Development Committee will reconvene in the next month work with the Friends on finishing the Next Chapter campaign strong. More updates on grants, budget balances, and total funds raised presented at board meeting June 9th.