

October Monthly Strategic Road Map

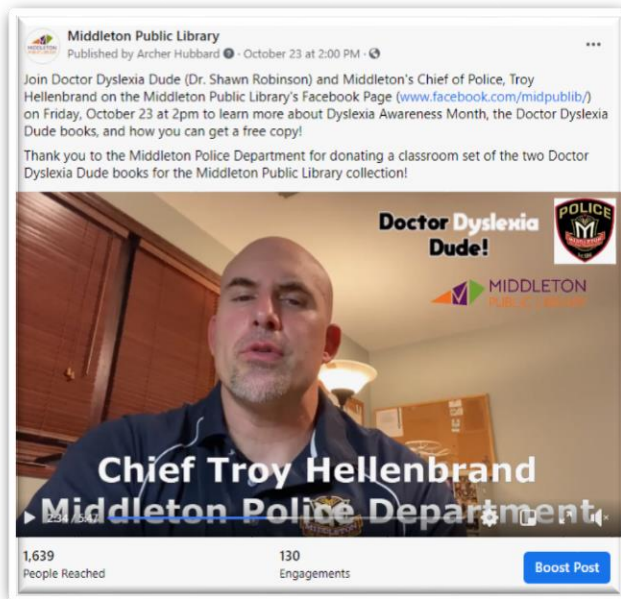
The library remains closed, since March 13th, 2020 in response to COVID-19

Community Partnerships

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

Priorities:

- **Align the goals of the Middleton Public Library with the goals of the City of Middleton.**
- **Create more opportunities for the public to share their talents and expertise.**
- **Grow and strengthen relationships with strategic area partners.**



Community Engagement Librarian, Amy Perry worked with the Middleton Police Department on a video featuring Dr. Shawn Robinson in honor of Dyslexia month. The video reached 1,639 people! The library hopes to continue supporting the local MPD through community outreach and engagement efforts.

“Amy was fantastic to work with and did a fantastic job of putting the video together. Hopefully we can partner on other initiatives in the future.” – Chief Hellenbrand

The StoryWalk was a HUGE success and saw great publicity in the Madison area media. Over 300 copies of the book *Click, Clack, Moo* by Doreen Cronin were given away during curbside and pop-up. Next up for the winter StoryWalk is *The Snowy Day* by Ezra Jack Keat, and this will remain up through the new year. Copies of the book, in English and Spanish, will be given out at the library and are made possible by support from the Friends of the Library. This has been a wonderful program to offer during the closure as it is self-paced, interactive, rewarding, and highlights downtown Middleton businesses.



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:

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

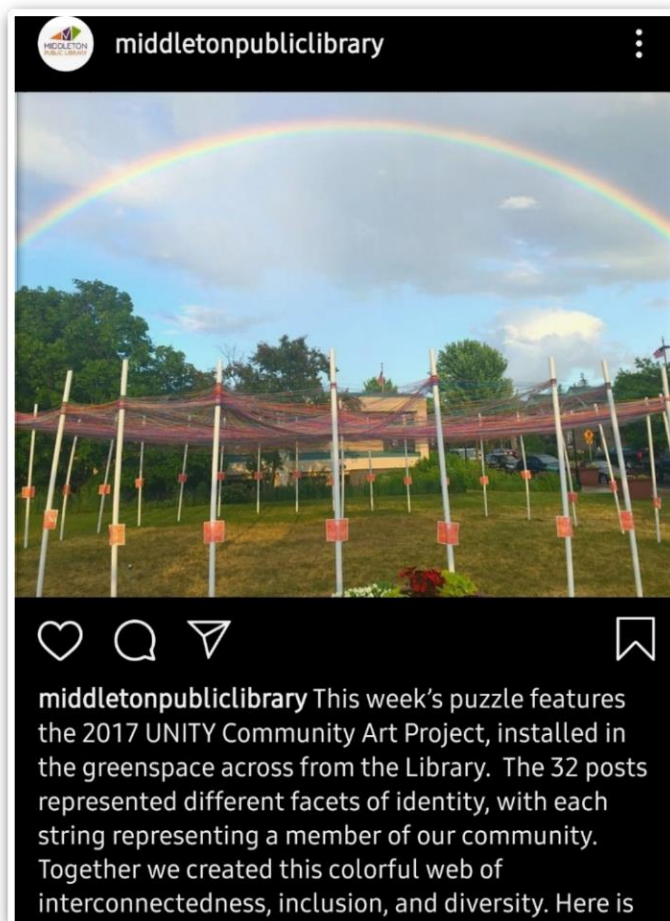
Down the road: Updates, changes, and audits to the library's materials collection

Inclusion and Belonging

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

Priorities:

- Provide effective leadership in the development, coordination, implementation and assessment of programs, collections, and services to promote diversity and understanding of bias and differences.
- Honor freedom of expression, intellectual freedom, the right to read, and civil discourse as fundamental to personal, professional, and organizational growth.
- Develop the skills and capacity of staff to respond to diverse communities of users.



Remember the 2017 UNITY Community Art Project? It has been revived as a digital puzzle! These puzzles have been a fun way to showcase past library highlights, staff and patron photos.

The intention behind the UNITY Project remains more important than ever before – we are all connected.

Since 2017 the project has traveled to two elementary schools in Madison, and hosted at the Black Earth and Cross Plains Public Libraries. With a revitalized effort towards creating deliberate and inclusive opportunities for connection, several other libraries in Dane County are looking to create something similar.

Over 500 people participated in Middleton in 2017!

Place and Space

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

Priorities:

- **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**
- **Increase patron's ability to find, understand, and utilize what they need in the library and online.**
- **Continue to plan for the long-term future by participating in the Community Campus Plan**

Down the road: Finalizing signage art, placement, materials, installation and budget.

Sharing the Impact

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

Priorities:

- **Increase awareness and use of services and resources.**
- **Develop improved communication efforts and methods to reach current and potential users.**
- **Celebrate the critical role the library plays in fostering multiple literacies.**



Crafts, crafts and more crafts! Between the grab-n-go crafts offered during pop-up and mailed crafts for registered programs, these hands-on DIY projects remain in high demand. So much so, that the Youth and Adult Services teams have joined forces to stretch budgets and ideas further.

Thriving Together

Focuses on creating an environment where people want to be.

Priorities:

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

Equitably compensating library staff for their hard work and dedication to public service is a priority. At this time the 2020 Personnel Contingency has been applied. Bringing more levels of staff into the classification scale for the City of Middleton has been achieved by fully participating in the Class and Compensation study. These results will be presented at the 11/11/2020 6pm Common Council meeting for final approval.

The Officer position of "Treasurer" was added to the library board in 2019 as a new position. After reviewing, discussing, and evaluating the methods for accessing accounts, along with and needs/role of the board, the following priorities have been identified and will be discussed at the 11/10/2020 library board meeting.

Now: Treasurer meets with staff 1x/month prior to BOT mtg. to discuss gifts, donors, stewardship, and goals. Will assist in presenting the gifts/donations balance sheet at BOT mtgs. and move towards gathering info on total number of donors, new donors, repeat donors, etc. Will continue serving on the Development Committee and work with Library Director and Admin on creating a personalized follow-up process and donor spotlight features.

Soon: Work with Library Director to invite naming rights donors in for a tour to discuss in-space recognition.

Later: Donor reception to celebrate Next Chapter. Treasurer assists with new Trustee Orientation.