



December, 2020

Monthly Strategic Road Map

The library facility has been closed to the public since March 14, 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.**

A group of Middleton Area High School students has put together an independent and volunteer tutoring center in response to COVID-19 and remote learning. While the library is unable to offer physical space to use at this time, Community Engagement Librarian, Amy Perry dropped off 60+ books for students to take home and keep. Amy will continue to drop off materials as needed and as they are available.

Youth Services Department Head, Lori Bell wrote and received a grant for \$1,000 from the Middleton Endowment to support Downtown StoryWalk. These funds helped to purchase over 500 copies of the StoryWalk book, *A Snow Day* by Jack Ezra Keats, including English and Spanish languages. The next StoryWalk will launch in early spring.

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.**

The CD of the Month Club is a longstanding program, similar to Librarian's Choice, that matches listeners with music via an online form. The program averages 31 participants a month and here's what they are saying about it:

"Thank you so much for the good music over these past few years. I've discovered many new favorite bands via this club, and have even been to a few shows and purchased albums based on your recommendations." -Ashley

"I just want to take a moment to thank you for starting such a fun program! I joined it over a year ago,

and I have gotten to listen to a large variety of music that I would not think to check out before. It was like a little box of chocolates with secret flavors every month! In a challenging time like this year, being part of this program is one of those little joys in life that help me feel the hope, the love, and the warmth in our community. Sharing music with the others, albeit virtually, makes me feel connected and less lonely.” Xiaoming M.

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.



This winter, the Middleton Public Library is sending children's pictures, notes, jokes, and letters to Grand Buddies living in memory care and retirement homes here in Middleton. Since many who live in this high-risk community can't have many (or any) visitors at the moment, sharing a drawing, a joke, a poem, or maybe just some kind words might help brighten up their day. All items are compiled into a monthly letter that gets shared with local memory care and retirement homes, and with Middleton seniors receiving home bound book deliveries.

“It’s always amazing that one’s library card number, while absolutely free, is the key to so many valuable things! During my time in quarantine, one of my primary activities has been sewing many masks, which is mindless and repetitive, but listening to recorded WPLC books really helped me stay on task! Thank you!” – Christine

Down the road: New Book Clubs, Yoga series!

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

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.

Top 5 ‘Most Checked Out Titles’ (physical items) of 2020!

BOOKS	MOVIES
Where the Crawdads Sing (Owens)	Once Upon a Time...in Hollywood
Educated (Westover)	Knives Out
The Dutch House (Patchett)	A Beautiful Day in the Neighborhood
Dog-Man 5: Lord of the Fleas (Pilkey)	Yesterday
White Fragility (DiAngelo)	Judy

2020 Totals

Physical circulation: **165,050** Digital circulation: **101,179** Wifi sessions: **91,000**

Curbside in 2020

191 Days
1,137 Hours
33,547 Appointments

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.

Down the road: January will kick off our ‘Back to Basics’ training for all library staff, starting with the foundations of public library service – intellectual freedom, privacy, and confidentiality. [The Library Bill of Rights](#) serves as guiding principles. While these are unambiguous statements of basic principles that should govern the service of all libraries, questions do arise concerning application of these principles to specific library practices. Real life scenarios will be discussed using zoom as our meeting platform. Further training will include pc support, readers’ advisory, reference, basic circulation procedures, emergency response, appropriate patron behavior, and equity, diversity and inclusion.

Down the road: Resources, training, and opportunities to learn about and implement personal and systemic change through racial literacy.