

October 2021
Monthly Strategic Road Map

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.**



The library offered a ‘pop-up library’ at the Senior Center before their recent movie event. This included library card registration, a small collection of Spanish language material available to borrow, as well as other material based on the movie's theme, Frida Kahlo.



In partnership with the Middleton Parks and Recreation and the Middleton Arts Commission, the library participated in this year’s “Not so scary Halloween” at Lakeview park. This special Halloween event encouraged participants to dress in costume then stop by the park for games, crafts, free books and lots of fun! Many brought a non-perishable food for the Youth Center's service program “Trick or Treat So Others Can Eat”.

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.**

Youth services staff continue to draw upon skills, techniques, and strategies learned from [Project Ready](#) and are committed to learning, finding, and selecting materials for a diverse audience. Another audit and additions to the youth holiday collection is currently underway.

Down the road: Outreach and Community Engagement Librarian, Amy Perry is attending the annual conference put on by the [Association of Bookmobile & Outreach Services \(ABOS\)](#). This year it was virtual and there were many presentations by vendors and outreach librarians as well as virtual topic sharing boards and meetup opportunities. There were also bookmobile tours and presentations from all over the world! Exploring options for mobile library services will be a priority in 2022, along with 12 other SCLS libraries that indicated this as an area of interest in a recent ARPA funding survey.

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.

[CI Pediatric Therapy Centers](#) is committed to providing a comprehensive support system for individuals with special needs and their families through the highest quality services available. For several years, professional recreational therapists at CI, have partnered with the library to offer specialized storytimes that include stories, gentle yoga movements, sing along to music, and crafts. This has been a great way to supplement staff's efforts and offer more options to meet increasing demands, especially now as the library returns to in-person programming.

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

Teen Librarian, Kelsey Hudson offers a weekly [Dungeons and Dragons](#) live role-play gaming series. Held in the open teen and intergenerational area of the library, this is a great example of the Next Chapter goal #2 in action: Create flexible spaces for new ways of gathering. Additionally, the new family tech space on the first floor is serving great for programs like the weekly [Minecraft](#) club. Virtual, digital escape rooms are still seeing an average of 48 attendees.

"I wanted to send a note to say thank you for welcoming Caldwell and Hudson to your Minecraft sessions at the library. It has quickly become a highlight of their week. They play a little bit at home, but it is especially fun for me to see them getting the chance to interact and build with others in such a positive way. Thanks for the opportunity and being so wonderfully encouraging with them! – M"

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.



For many families attending the pumpkin carving, this was their first time carving real pumpkins. The library offered a safe, free, and fun place to try out a new tradition, have fun, connect with others, and make lasting memories.

There have been a lot of 2nd graders bringing their adults to the library to register for library cards, thanks to Amy's efforts in visiting Pope Farm, North Side, Sunset Ridge, and Sauk Trail YMCA's.

More programming highlights from October include over 400 carry out crafts, in-person pumpkin carving, and a virtual cooking demonstration with the always popular, Huma Siddiqui.

***October was the biggest programming month since the library reopened in June 2021!
93 programs with 2135 attendees***

Thriving Together

Focuses on creating an environment where people want to be.

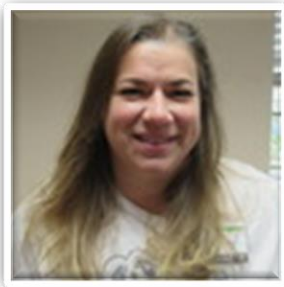
Priorities:

- **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.**



For the first time ever, the Middleton Public Library has an internal cross-departmental procedures manual. Previously, department or points of service had individual procedures. This represents the hard work and shift in mindset of all library staff, thus creating a standard for excellence based on the library's strategic road map and standards for customer service.

Warm welcome to recent new Page staff, Kira, May, and Zoe!



The library is currently accepting artists' applications for the first ever, Christensen Family Art Gallery 2022 exhibit. Interested artists are invited to apply online at www.midlibrary.org/art



Down the road: Updated and improved Friends of the library website and membership renewal letter!