



December 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.

Outreach efforts finished strong in 2022 with visits to 4K classrooms, the Youth Center, Cardinal View Senior Living, and YMCA after schools! A monthly total of 18 programs with 362 attendees!

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: Two Committee of the Whole meetings are scheduled in Jan. 1/12 6pm and a retreat 1/29 8am-1pm Both of these meetings are virtual and open to the public, and will be live streaming on the City of Middleton's [youtube channel](#) . 1/12 meeting will focus on the planning and consideration of a staffing referendum for April or November of 2022, Middleton metro bus service, and the airport master plan survey results. 1/29 retreat will include revisiting the Community Campus Plan and where efforts left off nearly two years ago.

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.

"Shout out to Amanda! A very happy patron stopped by the service desk – she was here for Techno Minutes because she had a formatting issue in a document she has been trying to solve FOR YEARS. She had worked with other I.T people that couldn't resolve it, but Amanda did!"

Techno Minutes are offered weekly on an appointment basis for anyone looking to dive deeper into a technology question or challenge. This is a great service for those looking to better use their smart phones, open up an email account, or transfer photos off a digital camera – just to name a few examples! Average monthly attendance for 2021 was a solid 12 participants/month.

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**



As the library continues to ease back into in-person programming, the main floor programming rooms is turning out to be a great use of flexible space for drop-in and all ages programming. Shown left, groups of participants are decorating cookies.



The 2022 Christensen Family Art Gallery exhibition starts in January with watercolor artists, Richard Fayram’s ‘Traces in the Snow’. His show is dedicated to all of us learning to achieve a sense of peace and tranquility that experiencing nature provides. ‘Traces in the Snow’ is on exhibit through January – March.

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.**



90 patrons created art masterpieces using an acrylic paint pouring technique. The library provided the following to each patron: aluminum carrying tray, 8x10 canvas on wood frame, pouring cup, disposable gloves, stick for touch ups, and a huge paint color selection.

This was a great experiment with handling registrations and moving towards drop-in time blocks. A hugely popular program and patrons are eager to get back to gathering at the library.



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.



Intern, Rebecca, rocking the bubble machine during storytime. The library typically offers one to three internships for UW-Madison iSchool Graduate students per semester, mostly in the areas of adult and youth services and outreach and engagement. The Middleton Library continues to be a sought after internship location and the library is happy to provide experiences to the next generation of librarians.

After a combined 16 years of employment with the Middleton Public Library, Head of Youth Services, Lori Bell, has moved on to her next chapter. Lori led the Youth Services team in a new capacity and service direction for the last three years and her hard work and dedication to providing excellent library services has set the staff and library up for further growth and development. She will be sorely missed!

Currently vacancies include the Head of Youth Services, 2-3 Pages, 2 Library Assistants, and the new position of [Deputy Director of Public Services](#) (DD).

Try something new this winter with [Book Bingo](#) for all ages! Online cards include suggested reading lists, or you can print, or pick one up at the library.



Down the road: 2022 'Word of the Year' for the Middleton Public Library – 'Stabilize'