

January 2022
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.**



“Allow me to personally thank you for your service. On June 11th, your blood drive collected 37 units from 32 people, 23 whole blood and 4 power reds and that means more life, more love, more memories for the most vulnerable patients in our community—those suffering unexpected trauma and chronic illness every day. It was a pleasure to partner with you and the library, and we’re so happy to have you in our American Red Cross family. The need for blood is ongoing and we can’t sustain patients in need without partners like you.” – Diane, Red Cross Donor Recruitment Manager

Regular programs, like those mentioned below, are examples of how the library successfully meets people where they are in the community:

- The bi-monthly collaborative program with the Middleton Senior Center is offering steady service via Senior Center volunteers and approximately 40 library items distributed per month, with new registrations each month.
- The monthly visits to the Youth Center continue in popularity with students and in January, twenty-two library items were taken home by kids.
- Monthly lobby stops at Cardinal View Senior Living continue to build, with January offering library card registrations, and sixteen visitors.

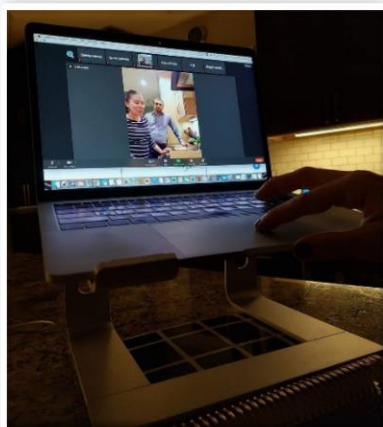
Down the road: Red Cross Blood Drive May 31st, 2022

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.



On <https://www.midlibrary.org/Collaborate> the library invites groups, organizations and individuals to submit proposals for collaboration. Middleton residents, Claudia and Edmond shared a live cooking demonstration of two well-known savory Lebanese dishes, along with the culinary traditions and practice of Lebanese cuisine. 51 people attended and the couple's fun stories of growing up in Lebanon kept the audience engaged and well fed!

The first winter park visit happened at the Lakeview Park shelter where the library offered free books, a Take & Make activity, and puzzles. 181 total books were given away!

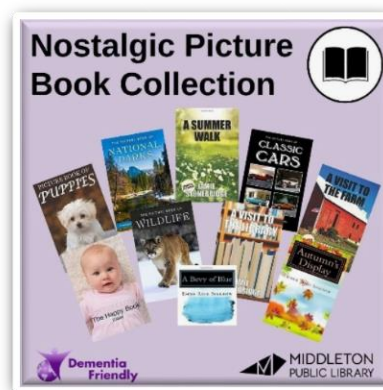


Inclusion and Belonging

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.



Middleton has two new collections! The Nostalgic Picture Book collection is geared towards adults living with dementia and memory loss. These titles are located in the acrylic holders on the endcaps of Adult Fiction on the main level. Wonder Walk Backpacks are a pilot project in partnership with the Friends of the Pheasant Branch Conservancy. Backpacks are available at six locations: Middleton Public Library, Middleton Senior Center, Waunakee Public Library, Attic Angels, Heritage and Middleton Glen. They checkout to library card holders for fourteen days, or senior living location residents and include binoculars, exploration guides also found at pheasantbranch.org/wonder-walks.



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

The [City of Middleton Common Council of the Whole had a retreat on January 29th](#) that included an agenda item dedicated to the [Community Campus](#) Refresher. Director of Planning and Community Development, Abby Attoun, provided an overview of where the project stands, goals for 2022, and the reconvening of the committee with new appointments.

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.



1000 Books Before Kindergarten is a charitable literacy and educational program that promotes reading to newborns, infants, toddlers, and encourages parent and child bonding through reading. Journals are available for free in the children's section. As kids and their caregivers read and fill in the journal they are encouraged to visit the library regularly to celebrate with stamps, stickers, and of course, more books! These free journals are made possible by the Friends of the Library. Since the program was first offered in 2014, the Friends have supported 4,140 early readers and their caregivers!

In 2021 [Wisconsin readers borrowed 7.2 million](#) e-books and audio books. Middleton library patrons checked out 461,679 physical items and 114,521 digital items. This is a 36% increase in digital items since 2019.

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.

The Friends of the Library continue to refine and redefine their organization. In 2021 they reported one of the most successful annual membership drives, and recently updated the list of corporate donors on their website midfriends.org