



## February 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.**

Starting March 14, the library will be a community site for the Restorative Justice Community program, which is an alternative for municipal court for youth 12-16yo in Middleton. The YWCA, with whom the library holds an MOU agreement with, will be using the upper level programming room on Mondays from 4-6pm to meet with referrals.

Wednesday, March 9th is a no school day and from 1:00-2:30pm the library will be inside the Lakeview Park community room and students can choose a free children's or teen book plus a take and make craft activity. Kids can also enjoy a snack to take with them. Big thanks to the Middleton Outreach Ministry for providing snacks for kids!

*"I am soooooo excited about this park visit!!!! Please share my gratefulness to the library for such wonderful and thoughtful outreach to our children in the district and the city!" – Emily*

### 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:** At the March 1<sup>st</sup> Common Council meeting, the Council voted to contract with [Language Line](#). This will allow for all city departments to collectively improve access to city services and dismantle invisible barriers due to lack of translation. Staff training and info coming soon!

Due to current court proceedings, the drop box in the library parking lot **cannot be used** to return absentee ballots. Absentee ballots dropped in the drop box will have to be returned to the voter and could result in absentee ballots not being returned in time to be counted. Voters can mail absentee ballots back, return in person to the clerk's office prior to Election Day, or return them to assigned

polling location on Election Day. *If dropping off your absentee ballot in person, you are only allowed to drop off your own. You will not be able to drop off for anyone else, including relatives or friends.*

## 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.

## 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

COVID-19 cases are continuing to decline in Dane County as well as in the state and nationally. The Dane County mask mandate expired at midnight 2/28/22. With the mandate ending, the City moved to “strongly encouraging” rather than “requiring” the wearing of masks in City facilities by employees and members of the public. Employees are welcome to continue wearing masks if they choose. Masks may be required for certain events with a large number of participants on a case-by-case basis. Employees identified as a close-contact of someone testing positive for COVID will be asked to wear a mask based on guidance from Public Health Madison, Dane County and the CDC. Along with the expiration of the masking requirement, City Hall offices opened to the public without appointment effective March 1<sup>st</sup> after an almost two year closure.

## 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.

Winnie Karanja, founder of [Maydm](#), is working with Dane County libraries on an exhibit focused on women in STEM to coincide with Women's History Month. This exhibit will run March 11-April 9 at eight area libraries and Middleton will be one of the host sites! Main elements of the exhibition include info boards, large portraits, interactive sticker boards, and QR codes.

***February offered 70 total programs with 1354 attendees.***

**Down the road:** City Department heads were trained in the use of survey software, Polco. Polco is a locally based and internationally recognized company specializing in surveys and data. This will be implemented and tested for the library later this year.

## Thriving Together

*Focuses on creating an environment where people want to be.*

**Priorities:**

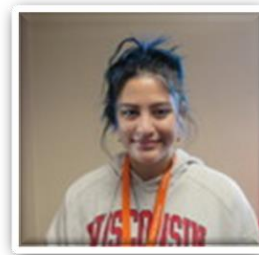
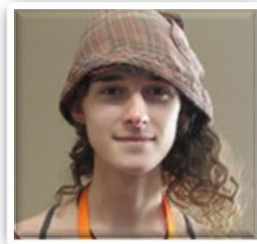
- Create and nurture a culture of continuous and innovative learning and development for staff, board, and volunteers.
- Strengthen the organizational structure of volunteers and Friends group and work with members to broaden support the library's mission.
- Ensure short and long-term fiscal sustainability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

*"Katie, Clementine and Apollo appreciate you and your time and all you give to everyone at virtual story time! It sure shows how much you love your job. You have such a positive energy and eagerly get everyone involved in learning. You sure help this mom with some uplifting encouraging songs, books and ideas to make the day special! Thank you for offering these online learning times- it makes it so much easier to "log on" to be able to stick to sleeping and eating schedules with little ones. We appreciate you and all time you put into planning and putting on story time. Thank you again!" -Danielle*



*"Jocelyne - Yesterday as I stood preparing to take a photo of the backdrop to send my granddaughter (age 2 1/2 on March 2), Librarian Anne came by offering to take my picture....with a tutu. She giggled when she saw her ballerina Mémé. Thanks for giving us a chuckle together for 2.22.22." – Ann*

*February welcomed several new staff. Please join us in welcoming: Ed, Beth, Helene, and Lili!*



Thanks to the Sheehy family and Monona Bank, and in partnership with the MCPASD, Interpreters Co-op, and in contract with local artists at [OhYa Studios](#), the below languages will be prominently displayed above the front doors in the word 'Welcome' and in the meeting room hallway in the word 'Gather'. Thanks to this generosity, this intentional 'welcome' and 'gather' sets the tone for inclusion throughout the building and all library services. Albanian, Ho-Chunk, Korean, Ojibwe, Ukrainian, Russian, Nepali, Mandarin Chinese, Vietnamese, Hmong, German, Arabic, French, Italian, Portuguese, and Spanish.

**Down the road:** More hiring! Deputy Director, Head of Youth Services, Youth Services Librarian, and Youth Services Library Assistant.