

March 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.**



Library staff expanded outreach efforts to include library database and resource instruction to senior living sites, like the Middleton Glenn. 21 people attended and also had the chance to check out materials, renew/register for library cards, and ask questions.

Bi-monthly deposits to those seniors registered for this collaborative program between the Senior Center and the library, had 29 total items distributed to 12 seniors by volunteer, Brad.

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.**

In partnership with the MCPASD and Galin Education the library offered a free diagnostic ACT test for 45 sophomores.

The city of Middleton is preparing for a fall referendum to focus on staffing needs. The library submitted a staffing request for an additional 2FTE in order to be open year round on Sundays. At this time the referendum includes a focus on emergency response staff needs only.

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.

Down the road: Update in June on mobile library services efforts in partnership with the city garage staff. Meeting room reservation overhaul is underway and the Archer Community Meeting Room will reopen in May!

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

18,2021 people visited the facility in March, making it the library's busiest month since reopening in June of 2021. In comparison, 31,816 people visited the facility in 2019.

The new meeting room furniture is working great! Mobile tables that nest make room set up and storage more efficient and ergonomic. The children's' area is still under development, as the library uses the corner room/main level programming room for groups like dungeons and dragons club, after school tutoring groups, and restorative justice circles. This is a great example of taking a human centered design approach towards space and allowing the use of the space to inform the design, rather than the design dictate the way the space is used.



Down the road: City of Middleton's strategic plan is scheduled for approval in May. This will inform library space priorities, direction, and funding in the coming years.

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.

*Spring break programming is back!
The month of March offer 82
programs with 1410 attendees!*



"I am thrilled with the changes I've noticed at this library. As a lifelong library/book lover who suffers from ADHD, I've often struggled with library rules and fines. I used to have a lot of anxiety around librarians because they usually had to inform me about my account being blocked due to a lost book or not being able to pay my fines. I have other friends with ADHD with identical experiences - libraries were simultaneously wonderful but hard to use successfully. I'm so thankful that the library has eliminated fines and the staff is so understanding about issues. I also love to see the children's area transform into a playful space that encourages movement, and dare I say - noise! The library feels like a COMMUNITY CENTER now instead of a quiet, stern place, and I just adore it. As a neurodiversity mamma, with some neurodiverse babies, I'm so grateful for this space. Especially during COVID. THANK YOU!!! (hearts and smiley faces)"

"Evan was so excited to get home and share cookies and milk with his new stuffies! Thanks again!" - Aimee

"I wanted to write you and thank you for the February reading bingo event (and all the events you've done during Covid). This was so nice! It was all he could talk about last night when we video chatted his grandparents. Thanks for the entertaining events and the variety of unexpected gifts. We appreciate you and the library." -Amanda

This impact doesn't happen by one person, or because a director decides to make some changes. It happens because of our collective teamwork and dedication to making a difference.

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 library is thrilled to announce that Katharine Clark will start on April 18th as the FIRST EVER, Deputy Director of Public Services at the Middleton Public Library! Katharine is a seasoned manager who offers over fifteen years of experience in libraries including several Madison locations, McFarland, and most recently Beloit. She is heavily involved in the Wisconsin Library Association and has taught leadership development as an adjunct instructor at UW Madison iSchool.

Two big changes happened in the Youth Services Department. Librarian Kelsey Hudson moved on from Middleton and Katie Ganser was promoted to the Youth Services Department Head. Way to go Katie! She will have the rare and thrilling opportunity to hire 2.5 FTE for the department.