

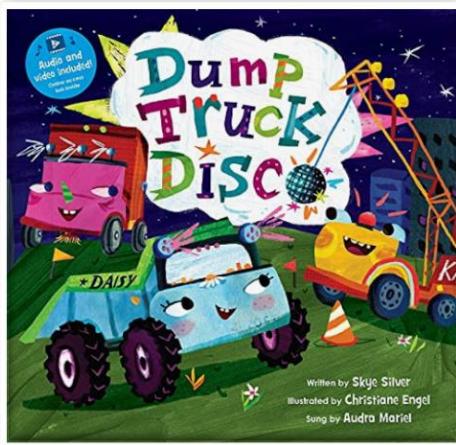
April 2022  
Monthly Strategic Road Map

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.



Partnerships continue with the [DMBA](#) and a summer StoryWalk featuring *Dump Truck Disco!* The [Stone Horse Green](#) will be under construction all summer and this is a way to encourage families to continue to come downtown and visit businesses that may be impacted adversely by the construction. HUGE thanks to the Friends of the Library for supporting the program with over 400 copies of the book available for free at the library.

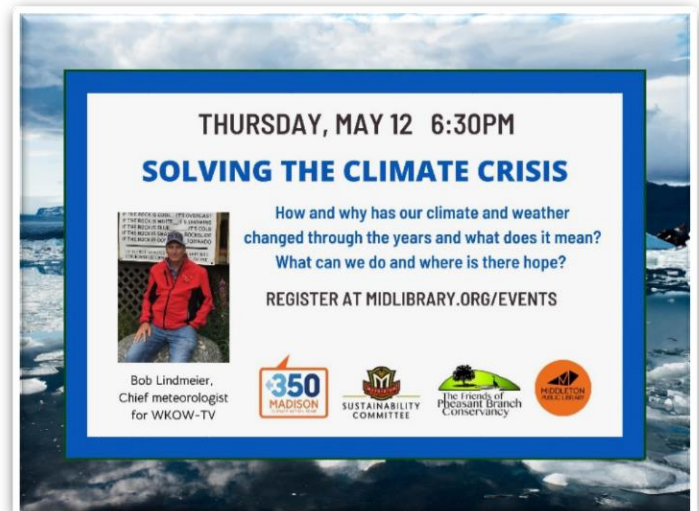
City of Middleton Sustainability U programs continue, as well as MCPASD school visits, and continued collaborations with the Friends of Pheasant Branch Conservancy. Senior living visits like Cardinal View, the Voss Haus/MOM Mobile Food Pantry continue to be well attended. The library also hosted a table at the Youth Center Spring Cultural Showcase and registered several families for library cards and demonstrated digital downloads.

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:** [Language Line](#) is a new service the city has contracted with to offer translation services live, over the phone, and for print materials. This is currently being used by the MPD.

Lots of events for the entire community coming up in May and June! <https://www.midlibrary.org/Events>

## 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:** [Summer Reading Program 2022!](#) In an effort to streamline/efficiencies for staff, create a more inclusive path for patron participation, and support literacy for ALL ages, the SRP 2022 program will look a bit different this year. Check it out at the kick off on June 11<sup>th</sup>!

## 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



**Down the road:** Meeting rooms reopen on May 15<sup>th</sup> with new overhauled reservations procedures. Patrons can now reserve a room online at [midlibrary.org/meetingrooms](https://www.midlibrary.org/meetingrooms). The Archer Room will be the first to be available and as we learn from the new system other rooms will be added for public use.

[Oh Ya Studios](#) is schedule to paint the two multi-language word murals the week of May 15<sup>th</sup>! Thanks to Monna Bank and Greg and Barb Sheehy for making this possible.

## 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.**

*"I love the quiet reading rooms! I found it for the first time today – so enjoyed the peace and quiet and magazines! Thanks so much for making this library a lovely place to be." – Linda J.*

As the library continues to rebound from the pandemic program offerings are increasing! From stuffed animal sleepovers, digital escape rooms, book club in person and virtually, D&D, toddler to go crafts, adult crafts, to spotting fake news online, techno minutes, database tours, and SO much more!

## **Including outreach visits in April the library offered 90 programs with 1,496 attendees.**

*"I would like to thank each and every employee of the Middleton Library. I have always been greeted by friendly caring professional staff. I have also seen the demeanor of staff toward each other and they are respectful, kind, and very pleasant. I am very appreciative for the techno-minutes workshops. I am learning how to mast my basic computer skills so having a compassionate, knowledgeable staff makes the learning experience positive. I would also like to thank each and every staff member that organize and collaborate the library events. I have attended several over the years and greatly enjoy the wealth of knowledge and fun they bring to the community." - Christine*

## 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 currently experiencing an unprecedented staffing shortage. There are currently seven vacancies. There are also two FTE out on extended medical leave. This leaves the library short 240 hrs./week. Library staff provide library services with the resources available. While we wait for city human resources to post positions, some services may be reduced or unavailable. For example, we are not able to serve teen volunteers this summer and the lower level and study rooms may be closed at times due to lack of staff coverage.