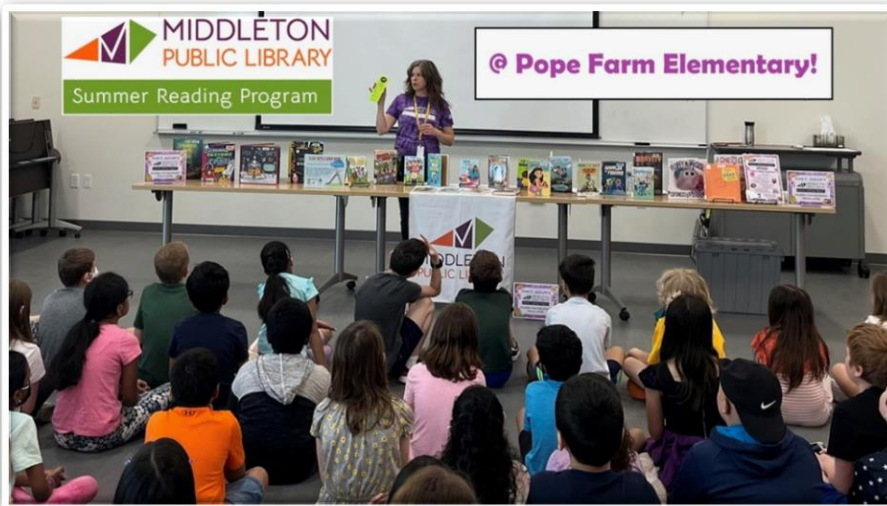


MAY 2022
Monthly Strategic Road Map

Community Partnerships

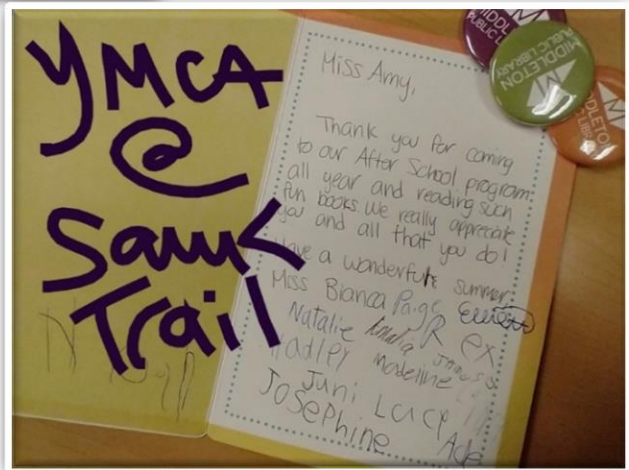


Focuses on advocating for the city of Middleton and its residents.

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.**

May is typically the month of school visits for library staff, and it was great to be back in-person! These visits used to promote participation in the summer reading program, connect with teachers and school librarians, and get kids and their families excited about reading over the summer. It is wonderful to see these kids visit the library with their caregivers and recognize library staff. This is what school outreach and partnerships are all about!



School	Students
Pope Farm	420
Northside	375
Sauk Trail	400
Sunset Ridge	303
West Middleton	350
Elm Lawn	340
MHS	91
Kromrey 5 th , 7 th	600
Virtual	51
9	2,930 !

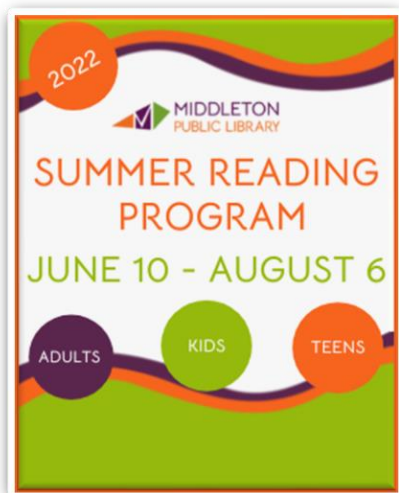
Amy and Jocelyne are scheduled to visit [LVD Custom Specialty Vehicles](#) in Burlington, WI in July along with Brad Hopwood, Municipal Operations Manager, and Brian Gebhard, City Mechanic. Due to supply chain issues and the current status of technology developments, there are not many options for vehicles that meet our specification and EV requirements. EV infrastructure is also needed. Meeting with LVD will give us a better sense of the manufacturing timeframe, limitations/possibilities, and scope of budget.

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.



The Summer Reading Program 2022 is ready to rock and roll! Here's how it works or ALL AGES:

1. Pick up a reading log from the library, or [print one](#)
2. Choose a reading goal (number of books or number of hours).
3. Read. Any type of reading counts! Books, magazines, e-books, audio books and books read to you all count.
4. Beginning July 11th and after reading goal is met, return to library for PRIZES! Everyone who meets their goal gets a free book, a local sponsor coupon, and an entry into the Grand Prize Drawing. Grand Prize Winners will be selected on Monday, August 8th.

Yes, grown-ups too! ALL AGES! READ!

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.

As new staff are hired, many part-time staff are new to public library services. As we continue to improve our new hire orientation procedures, training on intellectual freedom, the right to read, and censorship, is a priority. In order to effectively promote diversity, understanding of bias, and honor the freedom of expression, it is imperative that library staff, trustees, and stakeholders stand united in support of the [freedom to read](#).

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 [Community Campus Planning Committee](#) has reconvened and the project is moving forward. Next steps include revisiting department space needs in light of what has been learned from the pandemic, and the Health in All Policies public engagement strategy.

Down the road: New furniture for the main level programming room.

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.

1-1 tech support with scheduled appointments through Techno Minutes continues to be a popular service, especially with senior citizens. Craft programs, like paper succulents, are averaging 18-22 attendees and storytime attendance is solid each week with an average of 28 attendees.

[Notify Me](#) options have been added to new library card registration forms, so new cardholders get signed up for event notifications. This is the events communication tool the library uses, besides midlibrary.org/events, and social media.



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 board is now fully appointed. Welcome Steph Spiker, Franz Varga, and Dan Barker!

The new bench (approved at last month's library board meeting) in memory of library patron and Middleton resident, Becky Dvorak, is on order through the Bruce Company and will be installed in the garden space along Hubbard Ave.

Down the road: Next month there will be lots of new staff to introduce! Despite the hiring challenges that employers are having nation-wide, the library continues to see quality candidate pools for all open positions.

Midlibrary.org/support gets an update, along with the Naming Rights Lookbook.