

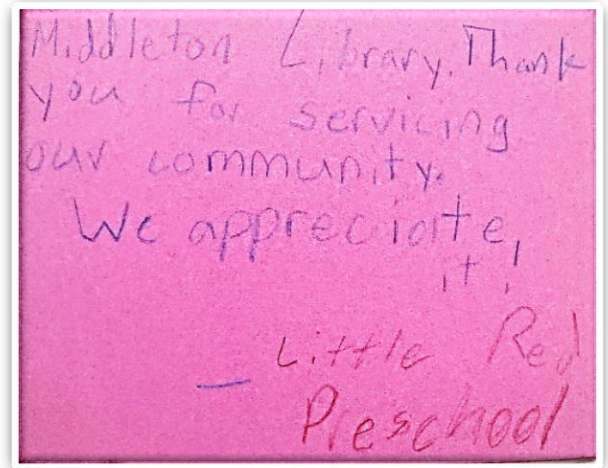
June 2022  
Monthly Strategic Road Map

### 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.**



School visits continued in June with 'Slide Into a Good Book.' These visits offered free books, summer reading program logs, library card registration and swag. 300 participants came to Sauk Trail, Pope Farm, and Kromrey schools and this is a great way to stay connected with school librarians and teachers as the summer starts. The library is also seeing groups like Little Red Preschool returning for regular visits.

Wednesdays in June offered 'Library in the Park' at Lakeview and Fireman's Parks. Meeting residents where they are in the community continues to be a successful priority with 333 people stopping by or showing up because the library was there. While it's great to offer free books, it's even better to connect readers and residents with library resources and access that can transform lives!

### 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 library programming team moves forward with new ways of working together to develop service strategies that are responsive to community needs. A couple examples include all ages family book bingo, and multiple formats for book discussions.

**Down the road:** [Ballot boxes](#) for absentee voting have been ruled illegal at this time. The library is exploring options for clerk/office support, as the mail ballot box for voters in Middleton is in the library's parking lot. August 9<sup>th</sup> is the 2022 Partisan Primary and many absentee ballots have already been sent to voters, now with outdated instructions.

## 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.

*"I am a queer and proud parent of several children, one of whom identifies as they/them. I am also an avid library user, so when I saw the table display celebrating authors and books centering LGBTQIA...my heart was warmed! Small things like this mean so much to folx who often don't feel seen or are 'othered'. Thanks for normalizing and creating visibility for ALL library users. Keep up the great job. We love this library." - Kat*

**Down the road:** As the library moves forward with work centered around the practices of equity, social justice, diversity, antiracism, and inclusion the [BOT statement on Equity, Diversity, and Inclusion](#) will be used as a guide and tool to: 1. Normalize 2. Organize 3. Operationalize efforts and prioritize sustainably.

## 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



Middleton Glenn Senior Housing visits continue to be popular and the month of June featured the library reading app, [Libby](#). 22 attendees received 1-1 tech and library account support. Popular services like this directly increase library use and patrons' ability to find, understand, and utilize what they need online.

Ukrainian Author, Ruslana Westerlund, read from her book, *From Borsch to Burgers*, showed a video about Ukraine, talked about her life growing up in a small village, gave historical context to the current war. Afterwards, she sold and signed copies of her book (100% of the proceeds go to Wisconsin Ukrainians, Inc., a non-profit raising money for medical supplies, etc. for the war in Ukraine).



## 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.



SRP is in FULL swing and one of the featured programs in June was 'Snake Rattle and Roll' presented by Snake Discovery! 154 attendees learned about the reptiles and amphibians that call Minnesota and Wisconsin home. The audience debunked turtle myths, touched some snakes and got to see a salamander eat its' lunch!

**Down the road:** 2018-2022 YTD library use statistics to be presented at 7/12/2022 Board of Trustees meeting.

## 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.



From top left to right, Pages: Claire, Maya, Abby, and Anna.

Bottom left, full-time Public Services Supervisor, Tanya (supervises Pages and volunteers).

**Down the road:** [midlibrary.org/support](http://midlibrary.org/support) is getting an update. The naming rights lookbook will be on the Board of Trustees August agenda for action. Friends of the Library at more events this summer. More new staff starting in July, leaving 1.5 FTE left to hire!