

July 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.

The Middleton Public Library has teamed up with the MCPASD and the [Literacy Network](#) to offer Community English programming for adults. The Literacy Network will provide 38.5 hours of Adult ESL instruction to parents and family members of school-aged children online and in-person at Sauk Trail Elementary School. The library will work with MCPASD to recruit participants and collaborate with the Literacy Network instructors regarding class activities.



The library continues to work with the [DMBA](#) on popular and inclusive downtown activities, like [StoryWalk](#). Visitors to the library can enjoy Christensen Family Art Gallery featured artist, [Alex Haunty's](#) work through September.

Down the road: Annual Call for Artists for the 2023 Christensen Family Art Gallery.

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.

Along with staff from the Middleton Municipal Operations Center Jocelyne and Amy made a visit to [LVD](#) in Burlington, WI to explore options for a vehicle dedicated to mobile library services. Vehicle options include the EV Ford sprinter (bottom right) and a Ford cutaway (bottom left). The EV Ford sprinter would not have the capability for ADA access nor visitor onboarding. The group was able to tour a cutaway bookmobile that was in-progress for the Racine Public Library and discuss design,

maintenance, and manufacturing costs. Supply chain issues are still creating challenges with cost estimates and timelines are expected to be one-two years out from date of order. Estimates and proposals will include both options along with a tentative service plan that supports current outreach and engagement efforts. Additional services or a regular stop schedule will require additional staffing. This is expected to be a multi-year project with further community input and a fundraising campaign.



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.

Book challenges and censorship are on the rise across the country. The American Library Association provides support and reporting for public libraries before, during, and after challenges. The Middleton Public Library has strong policies and procedures in place for handling such challenges, especially the [Collection Development](#) and [Exhibit and Display](#) policies. This, along with other pertinent topics, will be included on the monthly library board agenda each month for continuing education, awareness, and action.

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

Programming highlights from July centered around all-ages offerings like the craft stash swap and board game takeover. Programs like Techno Minutes and D&D continue to be popular and provide a smaller, more intimate experience for 1-1 learning and connections.

In July the library offered a total of 78 programs with 2187 attendees!



Down the road: End of SRP, Middleton School Pool Night, Crop Swap, Capital Flight Cars Curing Kids event, Park Visits, Digital Escape Rooms, Dungeons and Dragons, Techno Minutes, Storytimes, Book Discussions and [MORE!](#)

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.

Down the road: September is National Library Card sign up month! Bring in a friend, family member, or neighbor to the library to get signed up! Can't make it? No problem, [register online!](#)

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.

Budget season is underway for the City of Middleton, and revenues from intergovernmental sources are expected to remain the same as the last two years. The Common Council recently voted to move forward with a \$770k referendum on the November ballot. At this time, this does not include any library staff nor operations support.

*"*FAVORITE LIBRARY AWARD* You are all so organized and professional! You display 'people skill' and are always respectful. You ALL answer the questions I have. I travel from Blue Mounds and appreciate the relaxed, comfortable atmosphere. I visit your library on days that I have my doctors appointments in Madison. I was involved with your 'tween' actives in the past and the craft swap – ALL was creative. Thank you. Sincerely," - Susan*

July welcomed more new staff members! Pictured left to right is library assistants: Kelly, Megan, and Jennie.



[Midlibrary.org/support](https://midlibrary.org/support) received an update and remaining naming rights options are on the library board agenda for approval at the August 9th meeting.

Down the road: Staff Development Day September 30th is scheduled for an all-day closure. The first half of the day will be dedicated to Active Shooter training and all trustees are invited to participate from 8:30-12pm.



This year's SRP prizes included coupons from local businesses and, of course, books! Participants were encouraged to take a walk down the red carpet and celebrate their reading goals. Be sure to stop in and check out the Tiny Art Show on the main level next to the Mack Reading Room!