

August 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.

August offered many opportunities to grow and strengthen the library's relationships through event partners! Annual standing events included Middle School Pool Night, National Night Out (400 attendees), MOM Backpack Giveaway at St. Luke's (530 attendees), and the Good Neighbor Festival (437 attendees).

New this year was Capital Flight's, Cars Curing Kids event at the Morey Airport. This event proved a great way to reach new people and brought attendance to the event, as many regular library users made sure to share that they heard about it from the library's event calendar. 96 books were given away and the car trivia was a great activity for guys who enjoyed competing with each other.

The program, 8 Things Every Wisconsinite Should Know About Estate Finance and End-of-life Planning, was attended by 32 people. This is a great example of the library creating an opportunity for the public (Daniel Purtell, Wilson Law Group and Dr. Laurie Ellis-McLeod, AERIE Preferred Financial Group), to share their talents and expertise.



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 first Crop Swap program was a success! The fresh produce came in waves on an open table outside the library's front doors, and next year the library will add a drop-in week with a specific day for people to come swap crops in person.

Public Health Madison & Dane County offered all Dane County Libraries a total of 180 free Covid tests. These were much appreciated by the public and went fast!

Library in the Park continues to be a great program and wonderful way to meet

people where they are in the community. In August the library visited the Harvey John and Lucille Taylor Memorial (two visits) and Lakeview parks, interacting with 154 people.

Newly promoted Youth Services Librarian, Jenn Senn, joined Outreach and Engagement Librarian, Amy Perry at the Youth Center Camp/Free Lunch Program and talked with 50 youth.



## 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:** Library staff and the Library Board of Trustees are preparing for [National Banned Books Week](#) September 18-24 through: education, displays, lots of great conversations centered around the right to read and intellectual freedom, the library's policy and procedures, and a formal Proclamation presented at the September 6<sup>th</sup> City of Middleton Common Council meeting.

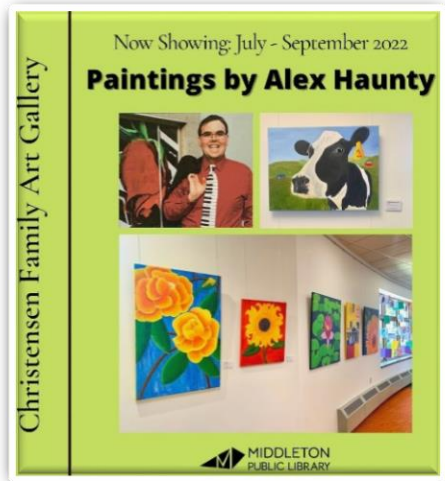
September also celebrates [National Library Card Sign Up Month](#). Free goodies will be shared all month with new library card registrations. All current library users are encouraged to bring in a family member, neighbor, or friend to sign up!

## 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 [2023 Annual Call for Art](#) opened August 22<sup>nd</sup> and closes October 1st. Selections for the Christensen Family Art Gallery will be made by October 15<sup>th</sup>, with preference given to Middleton artists. Currently featured is local artist, Alex Haunty. Alex is offering an artist interview, open to the public on September 27<sup>th</sup> at 4pm in the gallery.

### 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.



Summer Reading Program 2022 concluded with an all ages silent disco! The combined all ages approach to the overall program format proved to be an excellent way to include and encourage readers of all ages and families to read.

The Adult

Services and Youth Services team approach was also more efficient for staffing and funding the annual program.

HUGE thanks to the Friends of the Library for funding the program! Their support provided:

free books, prizes, staff t-shirts, and a variety of programming throughout the summer!

The Book Club Kits are expanding! After a featured display the book club kits are seeing an increase in use. New titles are scheduled to be added to the collection and each kits includes 10 copies of the book and discussion questions. This is a wonderful service that supports at-home book clubs.

**BOOK CLUB KITS**

Request a kit by emailing [info@midlibrary.org](mailto:info@midlibrary.org)

Checkouts for up to 3 months!

Each kit includes 10 copies and discussion questions in a canvas tote.

MIDDLETON PUBLIC LIBRARY

## 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 Friends of the Library hosted a table at the Middleton Chamber of Commerce's Get Moving Middleton Non-profit Day and pictured below is Board President, Kristen Mildenhall.

Please join the library staff in congratulating Jennie Zuk on her recent promotion from 20 hr. Library Assistant to full-time Youth Services Librarian! This one of three full-time positions on the Youth Services team and focuses on services for ages 0-12.



*“Dear Katie - The little boy in the picture, W.D is a personal friends and kind of a semi grandson to me. His family is over the moon at the attention you paid him on his amazing accomplishment (brava!). Many thanks all the way around.” – L.*

*“Even though we live closer to the Waunakee library, we prefer the many services you provide at this location. Thank you for your displays of books (staff choices are great) for all ages. We regularly exchange our puzzles. Gratefully,” – The M. Family (this feedback included cookies for the staff!)*