

**September 2022**  
**Monthly Strategic Road Map**

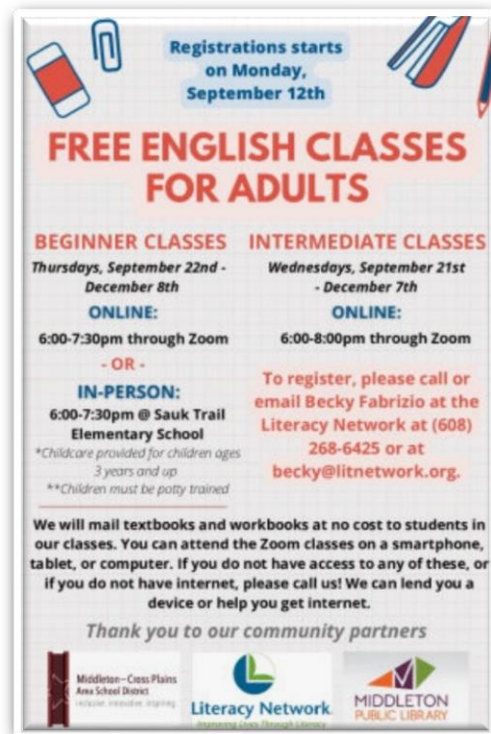
**Community Partnerships**

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

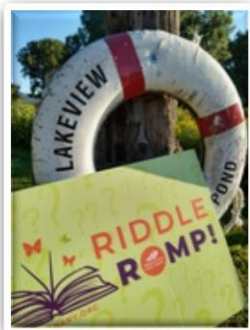
**Priorities:**

- **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.**

In partnership with the Middleton Cross Plains Area School District and the [Literacy Network](#), the library is supporting free English classes for adults. Classes are held online and in-person at Sauk Trail Elementary School, with the Literacy Council handling registration. Together we have reached 50 adult students so far! 21 adult students have enrolled in the online option and 29 attended the in-person, which is the most of any Community English class on record for the Literacy Network! Big shout-out to Head of Adult Services Librarian, Liz Zimdars, for coordinating!



23 people attended the program, “Utilizing Drone Imaging in Natural Lands Restoration and Management”, as part of the Friends of Pheasant Branch Conservancy Days. This is a wonderful partnership that the library looks forward to growing.



Riddle Romp was a great way for the library to have a literacy, passive presence at Lakeview park all month long.

**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 continues to cultivate and grow the digital collection to meet and anticipate a growing demand. Checkouts of e-books and e-audio reached its second highest month with 10,424. Hoopla reached an all-time high in September with 805 checkouts. Starting January 2023 the library will offer the streaming service, [Kanopy](#).

## 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.

The library celebrated Banned Books week September 18<sup>th</sup> -24<sup>th</sup> with a fantastic materials display that included interactive information and the Proclamation sign by the City of Middleton Common Council. QR codes and a map linked readers to challenges

happening across the country and printed articles provided a great examples of credible sources.

In September the library worked hard to deliberately and intentionally create opportunities for belonging. The library staff attended the annual event “Cops and Bobbers” on September 19<sup>th</sup> at Lakeview Park with the Friends of the Library, visited the Middleton High School and talked with 90 kids, and participated in the Dane County Ripple Project by offering “Hidden Voices: Writers of Resistance”. As public spaces continue to rebound and stabilize from the impacts of the pandemic, the Middleton Public Library events calendar is full of programs for everyone!



## Place and Space

*Focuses on providing physical and virtual spaces that are safe, modern, welcoming, and flexible.*

### Priorities:

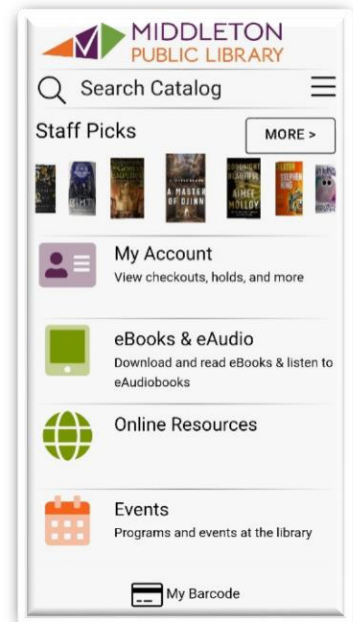
- Implement and assess Next Chapter goals 1. Increase square footage available to the public 2. Create flexible spaces for new ways of gathering 3. Improve the customer service experience
- Increase patron’s ability to find, understand, and utilize what they need in the library and online.
- Continue to plan for the long-term future by participating in the Community Campus Plan



The Christensen Family Art Gallery featured artist, Alex Haunty, treated 42 attendees to an interview in the gallery and after party at [Inspiring Hope Ministries](#).

The library app got a 'glow up'! Improvements to the app include formatting, improved account access with easy-to-use digital barcode, event calendar, and room reservations. The app is free and downloadable from wherever you get your digital apps.

**Down the road:** [Stone Horse Green Grand Opening and Strollin' Jazz!](#) [Madison Creative Fiber Arts Exhibit](#), and reception with a bookmark workshop.



## 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.



Maximizing library staff cross-departmental efforts and budgets, the library worked with the International Crane Foundation to offer a “Be a Field Biologist” program for kids followed by an adult educational program on “Cranes in Wisconsin”. Saturday family programming in September featured MAD Science, and continues to draw a crowd of 100+ throughout the day. Adult programs like “Retirement Savvy Bootcamp” by Aerie Financial are seeing a steady attendance average of 8-22.

**Down the road:** A few programming highlights include Scholar’d for Life, Pakistani dinner, and a Halloween Extravaganza!!!

## 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 was closed all Day September 30<sup>th</sup> for staff training. The morning session included Active Shooter training with the Janesville, Hedberg Public Library Staff. They gave a presentation followed with a work area assessment and live action drills. Staff enjoyed pizza and salad for

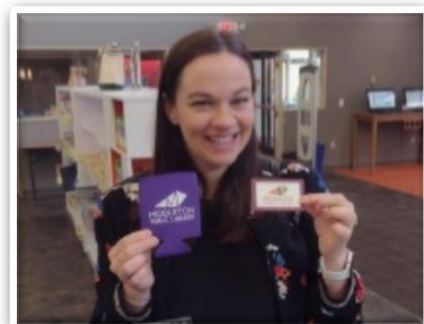
lunch! The afternoon focused on crafting, exploring new technology with Cricuts, and "Reintroducing Ourselves." This included a presentation by each department that concentrated on annual highlights and future goals. With so many new staff members and tasks/role shifting with this year's organizational chart reorg, it was wonderful to get to take the time to get to know each other and our roles within the library.

*"Just wanted to send an email of appreciation for a well-run, informative day. I'm proud to be associated with the library."*

*"So glad we did that and thank you!"*

*"We made a tough topic fun! I feel safer after this day. I also feel like I know what everyone does now!"*

### **New Library Users during National Library Card Sign Up Month!**



**183 library cards were registered in September.**

**1,516 total people have joined the Middleton Public Library so far this year!**