

## October 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 library participated in the Grand Opening and ribbon cutting of the Stone Horse Green and engaged with 91 visitors on October 8th. As the use of this space develops there are many possibilities for the library and city departments to align goals and unite resources.



#### 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.**



Miao Zhang, Vice President of the [Madison Area Chinese Culture Organization](#) (MACCO), organized a donation of over one hundred books to the library that feature Asian American Pacific Islander themes, titles, and authors. MACCO worked with area school librarians and quality selection criteria to determine titles. MACCO is a non-profit organization that promotes the communication of Chinese community to other organizations around city of Madison area, and develops cultural, educational, recreational programs to enhance the quality life of the Chinese community. These books for all ages include Picture Books Adult NF, History, and Fiction, and many will join the library's checkout out collection while others will support literacy programs and outreach events.

## 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.



Huma Siddiqui returned to the library for another live demo of Pakistani cooking. 43 attendees learned how to make Aloo Paratha (pan fried bread filled with spicy potato and Chicken Curry (boneless chicken cooked in a yogurt, garlic, garam masala and turmeric). Adult programs are seeing lots of new faces, and events like this are appealing to a younger audience. One attendee commented that this was her third library program this month and she enjoyed them all. This was a good chance to try out the overhead camera and a clip-on mic would be a great addition.



## 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

As they prepare for a building expansion project, Reedsburg Public Library staff, board, and Friends board toured several Dane County Libraries, including Middleton. They were particularly interested in how Middleton staff is implementing the Next Chapter Goals, and staff work spaces.

[Cottage Grove Public Library Board](#) Trustee Erik Braun recently visited Middleton. The Cottage Grove community is currently working on a financial feasibility study for a capital facility project.

*"Jocelyne, Katharine: The staff, Friends and Library Board of the Reedsburg Library would like to thank you all for the time you spent with us on Monday. If you are ever in our neck of the woods, we would love to return the favor. Libraries rock!" - Kris Houtler, Assistant Director Reedsburg Public Library*

*"Staff was so helpful and very pleasant. Beautiful library!" Anonymous 10-11-2022*

## 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.



Thanks to the memorial gift fund, ‘Katie’s Kids”, the library is able to offer field trips for every second grade classroom in Middleton. Several teachers shared that this is their students’ first field trip and for many the first time they have been on a school bus or in a public library. The visits include a special story time, tour of the kids’ area, and a three item checkout. Students are encouraged to return to the library with their families and caregivers. With many elementary school students struggling with early literacy skills due to the impacts of the pandemic, visits like this can be a turning point in young readers’ development.

*“This group has been amazing for Chloe. I want to thank you for all of your hard work and dedication you put into this. Chloe loves D&D and gets so excited when it’s Friday. Thanks Again.” - Brandy*

*“We appreciate all the ways the library staff serves the Middleton community. Your programming meets the needs of all ages. Nice Work!” – A Grateful Family (and cookies 😊)*

## 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.

*“Katharine, thank you so much for bringing so many MID staff members for the tour yesterday. Your group was a delight to have here and I loved sharing our space and work with so many newer staff. A HUGE thank you to Ann for the cookies and to all for the awesome swag! We don’t get a lot of swag around here. 😊 Have a lovey weekend and keep being an AWESOME library and friend to Delivery!!!” - Brinnan*



**Down the road:** Volunteer opportunities are returning to the library and will support a new Homebound Delivery program.



Halloween 2022 was a huge success! From storytimes to StoryWalks, pumpkin decorating and a Where's Waldo Scavenger Hunt featuring staff as Waldo, fun was had by all. Friday October 28<sup>th</sup> the library partnered with the Downtown Middleton Business Association for Spooky Stroll and gave out candy to over 500 costume goers. Saturday offered all ages fun throughout the day.

**Down the road:** The library is in the process of hiring for several part-time positions including Library Assistant and Pages.

Several staff will be attending the annual [Wisconsin Library Association](#) conference in Lake Geneva in November.

The Friends of the Library will soon have tote bags for sale at the library service desk!

Check out the expansion project at the [Sun Prairie Public Library](#)

