

November 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.**

Partnerships at the library are defined by a mutually beneficial idea for an event or program that both organizations would be responsible for achieving. Or, a project that will meet both organizations' missions and create new resources. This could be a one-time event or an ongoing relationship involving close cooperation between parties having specified and joint rights and responsibilities, typically lined out in a MOU agreement. The library invites possible partners to reach out the library through the [Collaborate with the Library form](#) on midlibrary.org.

Next Chapter Academic Tutors is an after school tutoring group run by MHS students. They work with MCPASD elementary schools to connect kids with high school student tutors twice a week at the library in the Main Level Programming Room. This semester tutors report that they have a larger turnout with consistent attendance.

Conservancy Day events are also seeing much greater attendance at the library than when they had hosted at Kromery Middle School. The partnership has plans for expansion by adding a Nature Lover's Book Club in 2023 (last Tues of each month at 10:30am), led by Troy Hess.

MCPASD/Madison Literacy Network/Middleton Public Library supporting English Learners partnership leaders shared that this group of 40 beginner students, with an average weekly attendance of 21, is the highest recorded attendance and enrollment the program has seen in recorded history! To mark the end of the fall semester the library hosted 19 students from the Beginning English class and their families. Students learned about library services, practiced their English skills by interviewing librarians, and received library cards, then celebrated with pizza and dessert.

Native languages of the learners include: Spanish, Arabic, Mandarin, Nepali, Japanese, Hindi, Hmong, and Korean. The library is excited to continue the partnership with MCPASD and the Literacy Network to offer Beginner and Intermediate English classes in 2023!



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 hosted the final group of 2nd grades for this year! West Middleton Elementary was the only school left to add in 2023. If they decide to visit, then the library will have hosted all six elementary schools this school year!

- 5 elementary schools visited in 2022
- 477 total students, teachers, school staff, and chaperones
- 242 new library cards were issued!



These visits are made possible by the Katie's Kids Memorial Fund and include funding for transportation and personal keep-sake wallets for students to take home with their new library card. Since its creation in 2015, Katie's family contributes to the fund annually.

"Jocelyne – Thank you for the letter you sent earlier this fall. Here is my personal contribution for this year. It makes me happy to think mom is being remembered this way." - T. T. Kalembe

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.**

Each year the Wisconsin Library Association hosts an annual fall conference and 2022 was at the Grand Resort in Lake Geneva. Middleton sent 9 staff who each reported back with action items that include a diversity audit on the Fiction Early Readers, a communications activity for staff training/meetings, self-assessment tools for library boards, how to circulate board games, and more! In 2023 this conference will be held right here in Middleton! This provides the library with endless opportunities to showcase the community of Middleton and the exciting innovations the library staff have to offer.

**LIBRARY
LEGISLATIVE
DAY 2023**

Tuesday, February 7, 2023
Madison Public Library

Morning Briefing, Afternoon
Legislator Visits

Registration Opens December 5th

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



In November the library popped-up at Lakeview Park along with 192 visitors! The park visits continue to be popular, even as the weather gets colder. 100 visitors also came to the ever-popular storytime visits to the Middleton Fire Station.

The library is thrilled to share the new [Homebound Delivery Service!](#) Participants in the Homebound Delivery Program get paired up with a library volunteer who will bring to you and return to the library, a bag of checked out materials each month.

This program is designed specifically for participants with health or mobility issues. Those interested in receiving materials can contact the library to request a Homebound Delivery Sign Up, Preference Application, and to register for a library card.

Volunteers are needed for delivery! Please contact Deputy Director, Katharine Clark for more details! 608-827-7404 or kclark@midlibrary.org

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.

In the month of November, the library provided a total of 62 programs with 1,516 attendees!

Several highlights included Fantastic Fungi (FPBC/Conservancy Day), Chess Club, and Rosemaling a Norwegian Tradition. Regular programs like Minecraft, book clubs, yoga, storytimes, Techno Minutes, and crafting continue to see fantastic attendance. November offered a passive program called [NaNoWriMo](#) that was hosted on a table set up with a jar of writing prompts, books on writing for checkout, and more information about the program. 22 people engaged with the offerings!



Down the road: In January the library will launch a new online streaming service – [Kanopy!](#)

Thriving Together

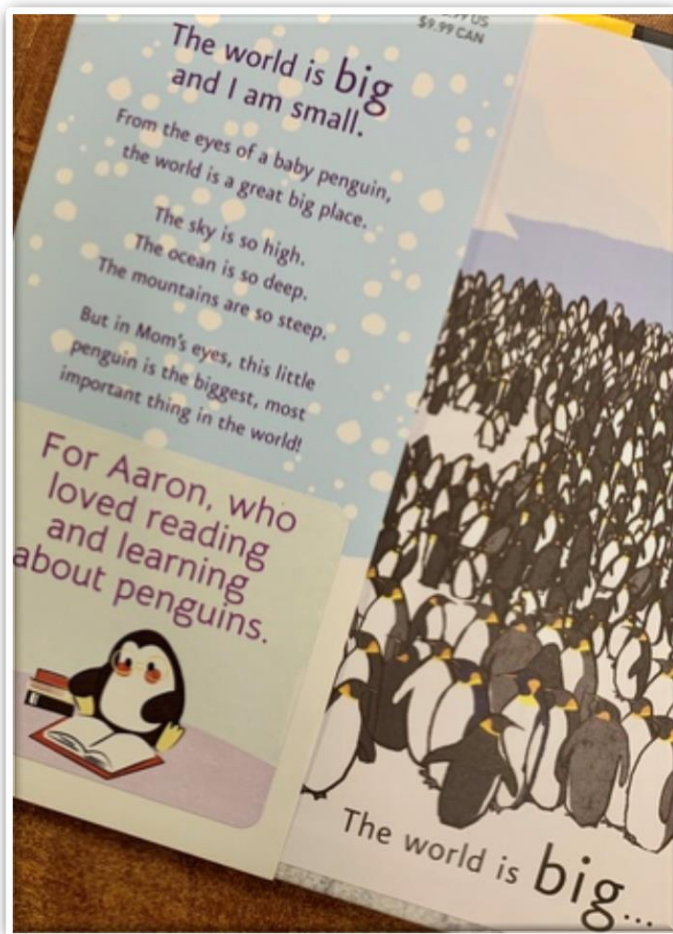
Focuses on creating an environment where people want to be.

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.

When library staff learned that a grieving mother wished to keep a library book that her son loved, staff of course said yes, and also offered to replace the book with a special name plate. Providing a tangible place to share and express the challenges of losing a loved one is an important and special piece of library service and donor stewardship.

"Thank you so much for sending us a card and for the beautiful gift of adding a bookplate to the book "I Am Small." That is so incredibly kind of you and we would be honored to have a book dedicated to Aaron. We would love to visit the library when it's ready. Please email or call/text and we will be there. Thank you again." – L.



This December the library is teaming up with the City of Middleton Toursim Dept. to collect warm clothing. Items can be dropped off in the library lobby until December 21st and all items will be sorted, washed, and donated to [MOM](#).



The library programming team held a planning retreat at Holy Wisdom Monastery in November. The programming team includes all staff from the Youth Services, Adult Services departments, along with Outreach and Engagement and Support Services. This cross-departmental team is a result of the library's organizational chart reorg, and staff have been knocking it out the park. As an organization the library has reduced the total FTE from 27 to 22.5 and the programming budget from \$47,000/Friends of the Library funds, to \$35,000 now accounted for in the library's operating budget as an essential service. Through innovating teamwork, stellar department head leadership, and newly empowered decision making ability, staff have exceeded expectations for service and efficiency!



Please join me in welcoming Libby (Page) and Kathryn (Library Assistant) to the Middleton Public Library team!