

December 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 2022 monthly Voss Haus/MOM Mobile Food Pantry visits each averaged 22 participants. Teaming up with [MOM](#) is a great way to amplify community services, introduce residents to the library, provide account support, build relationships, and provide personal services to those that might otherwise not be able to visit the library. The year-end library lobby display featured MOM while the City of Middleton Tourism Department collected winter clothing, and the monthly December library staff meeting included a visit to MOM for a tour.



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.**

This fall the City of Middleton Common Council, followed by the Library Board, voted to annually observe Martin Luther King Jr. Day. The library will be closed on Monday January 16th, 2023.

[Winter Reading Program](#) is underway and everyone is invited to participate! Big Thanks to the Chocolate Shoppe Ice Cream on Parmenter Ave for providing readers with a free scoop!



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 staff programming team bookended the year with 188 attendees at the *Ginger Bread Houses at the Library* on December 3rd and another 84 attendees at seven *Escape Rooms* on December 27th and 29th (and lots more in-between!)

With strong internal leadership from the Adult, Youth, and Community Outreach and Engagement Department Heads the programming team has brought to life the intent of the 2021 library staffing reorganization and new service model. The team has worked across formerly isolated departments and united around all-ages programs, integrated services, annual planning, and collaborative budgeting and scheduling. This was supported by moving the authority/ decision making to where the information/ expertise lies, and creating an environment that is safe to make mistakes and embraces new ways of thinking/gathering. The outcomes of this intentional restructuring are demonstrated through program attendance, feedback of the community, and alignment with the library's [Strategic Road Map](#).

"Wow, I was not expecting to have so much fun at the library making ginger bread houses!" – Stephanie V.

"This was just the perfect thing to do with my grandkids while they are visiting. And its fun to get to share a place I love with them and make memories here together." – Carol M.

Down the road: *Paws to Read* brings dogs back to the library, *Friday Free Play*, *Midweek Maker Space* debuts, a Carnival with Mini Golf...[and more!](#)

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 [Main Level Programming Room](#) continues to be utilized in a variety of ways. From Dungeons and Dragons gaming to chess club, artists' receptions, library partnerships, interviewing and staff meetings, overflow table seating and a quiet space for nursing mothers – this space used every day! This, along with the open space created from the [Next Chapter Project](#), have proven to be a fantastic way to experiment with using flexible spaces for new ways of gathering. This prototyping of space elements (like active furniture) and application of a growth mindset are setting the library up for continued success with the long-term future Community Campus Plan.

Down the road: Based on community feedback and a newly rebuilt Youth Services Department team, imaginative and early literacy play elements will be returning to the kids' area this spring!

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.

2022 offered 852 total programs with 24,646 attendees!

[Kanopy](#) has launched and patrons now have access to thousands of critically-acclaimed movies, documentaries, foreign films and more! This is the second streaming service the library has subscribed to and represents the continued effort to balance physical and digital materials. Starting with the 2023 operating fund, digital materials have a dedicated account and budget.

Down the road: The magazine collection gets an update.

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.

“Director Sansing, I wanted to thank you for your time with talking to me, and for your open door. It says a lot about an organization when the person responsible is easily found and approachable. This is probably why this library has such a great feeling. I always choose to come here when I am in the area, which is often.” – Steve W.