September 2023
Monthly Strategic Road Map

Community Partnerships

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:

- **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.**
- **Create more opportunities for the public to share their talents and expertise.**
- **Grow and strengthen relationships with strategic area partners.**

The Annual Community event, Cops and Bobbers at Lakeview Park, is always fun to attend and this year over 250 people stopped by the library table to choose a book. This is a great example of an outreach event that could be attended by the bookmobile in 2024.

September kicked off this year's third StoryWalk® with over twenty downtown Middleton businesses. The DMBA continues to be a great partner for this Friends of the Library supported, active literacy program!

"I just had a conversation with a patron who is visiting from North Carolina, who raved about the StoryWalk®. He said that it is currently his granddaughter's favorite book and that they are on their third time doing the full walk. He said she's learning to read a map, and that he's learning a lot about the family through her stories as they go. She also insists on reading the book 3 times every night before bed." -Katie

Civic Engagement

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.**
- **Cultivate a collection and offer programming that reflects the entire community.**
- **Develop service strategies responsive to community needs.**

At the September 5th City Council Meeting elected officials unanimously voted in support of the Proclamation celebrating National Library Card Sign up Month.

September 2023 National Library Card Sign up Month – Card Registrations				
Adult	Children	Senior	Online	**Total**
123	25	10	49	**158**

Down the road: Banned Books Week October 1-7, 2023 Proclamation at October 3 City Council Meeting. City of Middleton Finance Committee meetings October 5, 17, Public Hearing yet to be scheduled.

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, board, and volunteers to support diverse communities of users and advocate for resources.**

105 people of all ages joined Beni Daiko, Madison's premiere mainland taiko drumming group, for a demonstration on Japanese taiko drumming and culture in the green space next to city hall. Taiko drumming is a form of traditional Japanese musical expression that combines mental discipline and physical demand. Presenters did a fantastic job with the performance and included time for attendees to try out some drumming. Amplified sound would help to better project individuals speaking, and the green space worked well to catch people who were already downtown.

170 gardeners and produce lovers participated in the Crop Swap each Saturday in September, also hosted outside in the green space. More swapping happened on September 30th when 70 crafters, many returning attendees, gave their old craft supply clutter a new life at the Stash Swap.

Food programs like ‘Charcuterie, Cheese, and Food Styling’ with Therese Merkel, owner of Tricky Foods, continue to see a high turnout (46 attendees). Niche programs that might appeal to a more specific audience but go deeper on a topic such ‘Everything You Know About ADHD is Wrong, Especially When it Comes to Adult Women’ with Kelly Pickens, Buddhist Monk Gen Kelsang Dorje’s program on ‘Mediation on Inner Peace’, or ‘Cathedrals: Clues to Identifying Biblical Figures in Cathedrals Around the World’ with Dr. Lorrie Wenzel, continue to be popularly attended and consistently receive excellent evaluations.

Down the road: Films, Project Home, Family Monster Mash Escape Rooms, lectures, cooking demonstrations, and Zombeanies…visit www.midlibrary.org/Events for more Halloween themed fun! Bananas are coming…

Place and Space

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

Priorities:

- **Create accessible spaces inside and outside of the library that support connections, experiences, and literacy.**
- **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.**

Down the road: Coming soon…updated elements in the children's space! The purpose of this project is to create a space within our library that will inspire cooperative and meaningful play experiences for children and their families. Play is not only how kids learn about the world, but also an essential part of the early literacy development of children. Play helps children gain critical thinking skills, acquire speech and language, and develop cognitive, motor, and social-emotional skills. The library is in a unique position to reach a large number of children and families, giving us a responsibility to foster all areas of early literacy development including play. This also creates ways for librarians and families to interact, allowing librarians to model early literacy practices for families and to listen and learn from families.

77% of 2023 YTD total physical circulation is happening through the five self-checks located throughout the building.

The printing service is averaging 6,500 printouts per month in 2023.

8,723 average monthly 2023 lending physical materials TO other SCLS libraries

14,805 average monthly 2023 borrowing of physical materials FROM other SCLS libraries

Sharing the Impact

Focuses on communicating why and how the library is here for you.

Priorities:

- **Protect patron privacy and 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.**

Tiny Tots, storytimes, and sensory programs for kids continue to see high attendance. The 2023 YTD average for Tiny Tots is 51 and the September 'Apples themed Sensory Station' program welcomed 89 kids and their caregivers. Passive programs like scavenger hunts, continue to be a great activity for kids to do on their own and supports collection discovery.

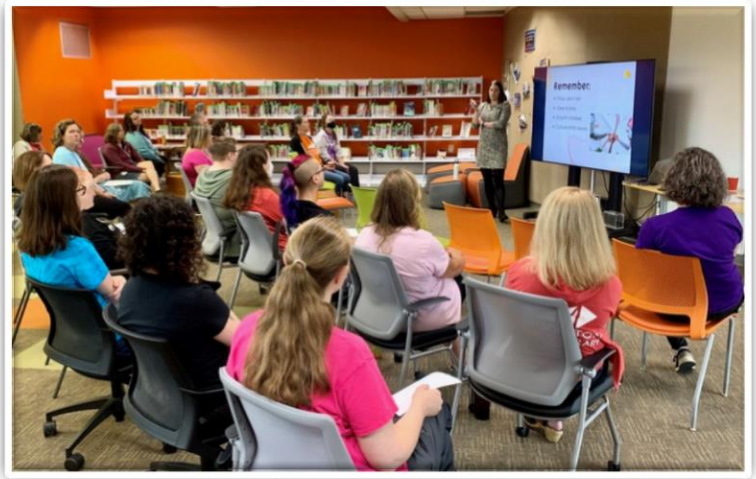
Down the road: MCPASD 2nd grade field trips to the library resume, and the Christensen Family Art Gallery hosts the last exhibit of 2023

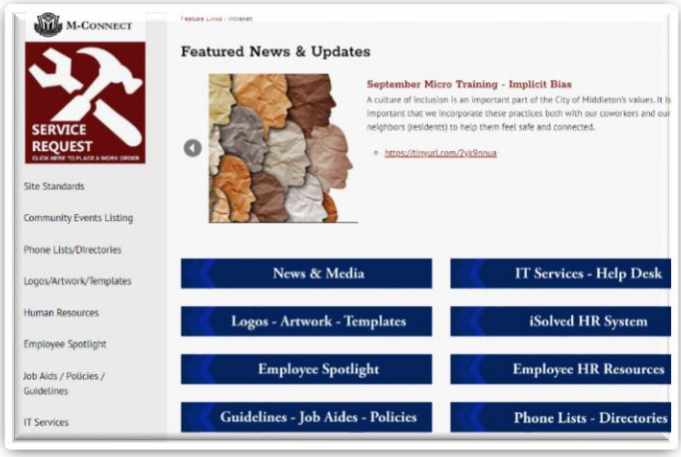
Thriving Together

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 of the library's mission.**
- **Ensure short and long-term fiscal sustainability through thoughtful financial development, donor relationships, and partnerships.**





On Friday September 22nd the library was closed to the public for the annual Staff Development Day. The day focused on Public Service Self-Care and the featured presenter was Rachael Ardnt. Rachel led the staff through an interactive morning session about motivation and toxic workplace positivity.

In the continued effort to improve communication throughout the City of Middleton departments and employees, new Communications Manager, Brent McHenry, has created an internal city intranet for employees.

The newly reconvened Library Development Committee (appointed by the board president) is set to reconvene with fundraising for the bookmobile as a top priority.

The Middleton Programming Team attended the Stoughton Public Library Renaissance Fair. Attending other library's events is a great way to learn from each other, share ideas, and support fellow SCLS colleagues. The team is set to meet in November for the second annual planning retreat.

Down the road: WLA 2023 Annual Conference in Middleton, ABOS Conference, and LOTS of exciting promotions and hiring!

"Dear Library Director, This is my favorite library to visit in the area. I love the vibe, the natural light, and the displays. I always spend longer than I intend to and never leave empty handed. Thank you for your service to the community!" – Bethany L.