

February 2024
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:

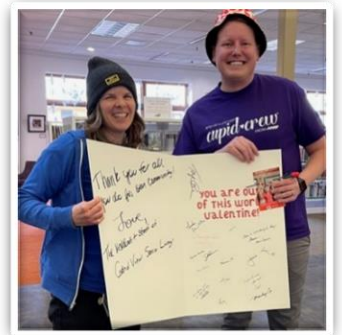
- **Collect and value input from library users and increase communication with underrepresented populations to better understand needs, identify barriers to use, and increase use of the library.**
- **Create more opportunities for the public to share their talents and expertise.**
- **Grow and strengthen relationships with strategic area partners.**



Libraries are uniquely positioned to support public health access in public spaces. This month the library offered free blood type testing, and a Hands-only CPR class by Middleton EMS staff.

Thanks to the team from Cardinal View for stopping by the library with a special valentine showing appreciation for the

monthly outreach visits!



Down the road: Popular [NOMAD](#) Nerf Nights @ the Library continue in March, and the blood drive bus visits the library in May.

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.**



Governor Evers showed his support during the annual Legislative Lobby Day by attending the morning session and presenting on the importance of public spaces and the right to read. City of Middleton Communications Manager, Brent McHenry, Library Director, Jocelyne Sansing, and Library Board President, Jean Phillips met with Middleton's elected officials, Dianne Hesselbein and Alex Joers. Thanks to WLA for organizing and scheduling another great year at the Capitol for libraries in Wisconsin!

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.



Seasonal Sunday hours 1pm-5pm is averaging 380 visitors/day, or approximately 95 visitors/hour. The All Ages Winter Reading Program had 190 participants and programs like the All Ages Cookie Decorating for Valentines day continue to be popular with group attendance.



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.

While the restrooms were closed for remodeling the library offered Weekend Storytimes, and the feedback from working parents indicates that traditional programs are still in high demand on weekends and could be an area to grow capacity.

Several facility projects are underway. Restrooms are expected to be completed by early April. Two of the three boilers are back in business, and both sump pumps and electrical box have been replaced will need to be replaced. Moving forward this spring Parks and Public Lands is taking over maintenance of the exterior landscaping.

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.



196 attendees enjoyed Cozy Winter Fest and celebrated the end of the Winter Reading Program with all things cozy - blanket forts, crafts, hot chocolate and more!

Hand Tool Woodworking: Craft of the Past and Present featured woodworker, Dennis Hiorns. He talked about and demonstrated the advantages of using hand tools, types of tools and their uses and historical furniture joinery. He even hauled in his

entire workbench (broken down and reassembled), large tool box on wheels, and pieces of lumber so attendees could see his hand tools in action. This was a fantastic interactive program as Dennis asked for volunteers from the audience to try out some of the tools stayed afterwards for people to get a closer look at the tools and try them out.



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.**

We LOVE visiting the library! It's our favorite "third place." I would like to have more work surface options on the south side of the main floor (children's area.) I like the chairs downstairs (with attached work surface) but I need to have a sight line to my youngest child. With a laptop (for my online schoolwork) I am limited to the two round tables in the center, which are slightly more intended to be kid-use/ coloring areas. I really like the new comfy chairs near the walls, but my bad joints remind me that placing my laptop on my lap is anything but ergonomic! Those seating areas could use the addition of small, pull-up work surfaces, like a C-shaped side table, that hovers over the user's lap. Bonus points if it has adjustable height. :) Overall, we are loving the renew/remodel. I'm studying Interior Architecture, so I'm personally inspired by watching the way the space evolves!



Welcome to the team new Library Assistants, Michael and congratulations on your promotion Aaliyah!

