

March 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.

Community English classes at the Middleton Library hosted 26 intermediate students and native speakers of Cambodian, Farsi, Hungarian, Russian, Sinhalese, and Spanish from the countries of Brazil, Cambodia, Colombia, India, Iran, Mexico, Nicaragua, Russia, Slovakia, Sri Lanka, and Venezuela. Students' ages range from 22 to 71 years old, 75% of students are women, and nine students were parents of children under 18 years old. Not only are students learning English, they are also building confidence by practicing introductions with library staff, describing family members, giving directions, making doctor's appointments, chatting about the weather, clothing, and navigating library and city resources with library staff support. BIG shout out to Head of Adult Services, Liz Zimdars, for coordinating this excellent, ongoing partnership with the [Literacy Council](#), MCPASD, and to the [Friends of the Library](#) for providing the funding!

The library and Keva Sports Center love to team up to support access to recreation and support literacy by hosting each other. This month 34 participants attended 'Keva at the Library' and enjoyed parachute play, balloon tennis, soccer and other active games in the library Archer Rooms. Then, another 141 people visited Keva during a 'No School Play Day @Keva' where the library offered crafts and gave away over 80 free books. Attendees, regardless of membership, were invited to stay and play at Keva, and enjoy the soccer fields, parachutes, balloons, more!

'Thank you for offering things to do on no school days, especially when the weather is crummy!' – Angela

'It was a great day with the library at Keva. Thank you so much for making local businesses accessible to groups like ours.' – Nicole at [Gio's Garden](#)



Cross Plains and Middleton Public librarians unite each year to offer a '4K Program Information Night' at the MCPSCD Early Learning Center. This year 58 attendees learned all about the MCPASD 4K program and sites at this free, family-friendly info session, meet & greet with staff from all of the different 4K sites, storytime, and free book give away.



Thanks to the Wisconsin Historical Society for sharing their traveling exhibit for Women's History Month, *We Stand on Their Shoulders*.

Down the road: Community English classes Summer 2024: May 28th – August 17th Fall 2024: September 16th – December 14th

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.

Monthly visits to the afterschool Youth Center program held at Kromrey Middle School continue. The Youth Center is managed and made possible through the [Parks and Recreation Department](#) and library visits typically offer free books, movies, and games.

Youth Services Librarian, Jennie Zuk, was recently interviewed for the podcast [In it for Youth](#) by Jamie Gale and Lit Path Studios. Listen for free to hear Jennie share her love of kids and how the library staff develops service strategies that are responsive to and anticipate community needs.

Down the road: National Library Week April 7-13

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.



Gaming isn't just for kids! Utilizing technology kit resources from [SCLS](#), Adult Services staff offered 'Virtual Reality Gaming' and a 'Stop Motion Animation for Adults'.



Thanks to our generous neighbors at [Hubbard Ave. Diner](#) for donating delicious pies to celebrate March 14th International Pi Day 3.14! And more food fun was had this month with PBS's Inga Witscher!



31 high school sophomores took the ACT Diagnostic Test with [Galín Education](#)

while the juniors took the test at school. The library offers a variety of test education materials including the LSAT, SAT, and more!

'[WayForward](#) Resources Food Pantry Visit' on a no school day is a great way to reach new patrons and support local non-profits. 37 people took advantage of the lobby stop visit with free books, magazines, movies, plus event fliers, and library card sign up.

Middleton homeschoolers were treated to a 'behind the scenes' tour and presentation of library operations where staff welcomed them into their office spaces and demonstrated how their job supports the library. A 'future librarian' program may be in the works...



This month the library offered 83 programs with 2951 attendees - 13 of which were all ages programs with 704 attendees!

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.



Thanks to the Friends of the Library, anyone with an internet connection (or at the library!) can access high quality, big-name authors through the [Library Speakers Consortium](#). This month 100 Middleton library card holders enjoyed Nina Totenberg talking about her nearly fifty-year friendship with Supreme

Court Justice Ruth Bader Ginsburg and her book *Dinners With Ruth: A Memoir on the Power of Friendships*.

Building on the popularity of the library's free jigsaw puzzle exchange, the 'Jigsaw Puzzle Competition' for ages 16+ was a huge success! Teams of up to four were assigned the same, new 1000-piece puzzle and had two hours to complete it. The winner was the first team to finish or, if no puzzles were completed, the team with the fewest remaining puzzle pieces.



'Family Bingo' was bonkers with 143 people! As popular all ages and family programs continue to see increasing attendance, library staff are making the most of the tight space by offering programs like 'Minute to Win It!' and 'Family Bingo' in multiple shifts or an age-range. Crowd control and event registration strategies that staff utilized pre-pandemic are once again needed.

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.



Spring Break 2024 was rockin' at the library for EVERYONE! From tween role playing games, to Mario Kart tournaments, rainbow sensory stations, life size Battleships, after hours Nerf Night, and an expert yo-yo performer, the library was the place to be!



'Dear Director of the BEST library in the world: Thanks for offering such amazing programming during spring break! We sadly had to cancel our vacation due to family illness, but we didn't stay sad for long because we had the library! Thanks for saving the day – well, the week really!' –Helen, busy mom of FIVE kids

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.



The [‘Stuff the Bookmobile!’](#) campaign is underway! The Friends of the Library are thrilled to share the award of a \$17,500 matching challenge grant from the Madison Community Foundation. This 1-1 match means that all donations double their impact towards the \$50,000 goal. Donate online or at the library and be sure to stop by and grab a button,



window cling, or take a selfie. The bookmobile will support existing outreach and engagement efforts while leaving room to scale up library services in the future.



The main priorities of the expanded service are:

1. Meet people where they are
2. Promote and support literacy
3. Grow collaborations and partnerships

In 2023 the library offered 204 outreach visits and programs to 11,097 people with over 30 community partners.

“I wanted to say thank you for having ‘Mediation and Mindfulness’ evening class a little over a year ago. I participated in this class and discovered that my body needed to be more flexible to do some of the bending and stretching exercises! I am much better now and am still working on it! Also, recently my wife came to the library with her lab top to participate in “Library Coffee shop”. She is very pleased. Keep up the good work. Thanks.” -Gurdip, former Middleton Mayor

Welcome new Pages, Jessica and Sara!

Down the road: Burgers for the Bookmobile! Now through the end of June [LongTable Beer Café](#) will donate a proceeds of their ‘community burgers’ to the Friends of the Library Bookmobile Campaign! Additionally, stop by Culvers on April 9th for a ‘Culvers Share Night’ supporting the Bookmobile.

