

August 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.



Families enjoyed free books at Sauk Trail and Pope Farm Elementary Schools this month. For the final visit to the summer free lunch program held at Kromrey Middle School with the Summer Academy and Youth Center, 107 students each choose a book to keep.



This month the library was EVERYWHERE! From National Night Out at Lakeview Park, to Morey Airport for Cars Curing Kids, the Good Neighbor parade and festival, Stone Horse Green, not to mention St. Lukes with WayForward for the annual backpack giveaway!

In August the library participated in 10 outreach events and interacted with 2,326 people!

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.**

Due to increasing costs, limited budgets, and restrictive purchasing models, the library plans to cancel the popular apps, Hoopla and Kanopy on September 15th, 2024. The pay-per-view model is unpredictable and not sustainable for a public library's annual fixed budget. Libraries across Dane County are experiencing the same challenge and there is industry pressure on companies like this to change their structures to better work with public funds.

'The benefits I've experience in using Hoopla for about 1 ½ years are its' immediate availability to items, extreme ease of use, and pure joy in experiencing the materials I have accessed. In the 8/21/2024 email Libby was offered as an alternative. I have both apps and find Libby to be both difficult to navigate and the wait time for items creates access issues to materials. The excessive waits on books from Libby make it an unequal service. I currently have 10 books on hold on Libby with months long waits, and a whole tag devoted to books I want to put on hold when one finally becomes available. I've listened to entire audiobook series on Hoopla before the first book became available on Libby.' - Deanne

'I appreciate that costs must be considered but this news is distressing. I hope that something can be changed in Libby to reduce wait times or increase the number of titles that can be placed on hold.' - Sincerely, Laura K.

'So sorry to hear this has become a problem. I rely heavily on Kanopy.' - Diane

Down the road: WayForward: Hunger Knows No Place Here Panel Discussion with Community Leaders.

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.**

23 people attended 'Creating, Automating, and Inspiring: Generative AI's Potential Uses and Impact on your Career and Personal Life' with Kris Turner, Associate Director of Public Services at the UW Law Library. All recorded programs are available for viewing after the program on the library's [YouTube channel!](#)

"I was inspired to use AI and request that it write a short story about household members. It was amusing and eerily accurate in some details. I look forward to seeing how AI can assist in more serious pursuits." – program attendee feedback

"Engaging and informative speaker -- great info! Thanks!!" – program attendee feedback

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.

Movies attendance throughout the summer has remained high with an average of 13 attendees. Movies are held in the Archer Room, where it is approximately 10-12 degrees cooler than the main floor. Limited access to older mechanical replacement parts has forced the library to operate for several months with no air conditioning. Parts are expected to arrive the first week of Sept.

Down the road: Front door are slated for replacement, including the frame, in October.

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.



118 people gathered in the Archer Room with 'Circus Cameron: A One Man Marvel' for joyful and hilarious entertainment.

13 teens solved the '90's Murder Mystery' and over 50 people brought crafts to swap at the always popular 'Craft Swap' night.

The monthly, themed scavenger hunt has become a favorite with many families and in August 301 people looked for clues around the library.

Down the road: Ren Faire September 28th!

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.



Library staff were treated to a puppy party from Underdog Pet Rescue. This was a fantastic way to celebrate the end of a busy summer and connect with co-workers that we don't see as often as others.

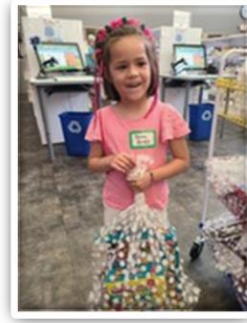
The Friends of the Library were honored at the August Middleton Chamber of Commerce's 'Get Moving Middleton' program for their 41st anniversary with the Chamber. This is the second longest standing membership in the Chamber's 47-year history!

It was another fabulous summer FULL of fun and reading. The success of this critical, annual, all-ages program would not be possible without the support of the wonderful Friends of the Library! This year the desk staff added a celebratory stamp to the completion experience and the balloons in the windows provided a great visual of readers. Here are how many readers completed their goals:

Kids 658

Teens 117

Adults 214



'I just wanted to say thank you so much for Bluey gift! Jordyn has been playing with it all afternoon. Camryn finished her 1,000 books before Kindergarten and was excited to get her t-shirt. Thanks for creating such a fun place for my girls. They have such a love for reading and books already! Thanks again!!' - Tonya

'We have been library members for only a short time. We joined about three weeks into the summer reading program, and jumped right in. The reason I am writing you is I wanted to share the impact made on both of my kids, especially my son, Eddie. During the course of a few shorts weeks and several trips to the library my kids worked hard to complete the required readings for the summer reading program. My son stayed the course and pursued it with a lot of enthusiasm and determination. I would hear him spouting off various facts that he learned from reading any one of the 120 + books he read. I would also find home staying up late to read even more! The summer reading program has catapulted him into higher level of comprehension and communication. Needless to say, I am thoroughly impressed with my son and the Middleton library, too.Sincerely,' - Gretchen L.

Down the road: Calls for artists and local authors closes next month