

MUSKEGO PUBLIC LIBRARY



Strategic Plan 2017 - 2019

Approved by the Muskego Public Library Board, April 2016





Strategic plans do not become reality without the dedication of many individuals committed to providing excellent library services to their communities. The Library Board of Trustees wishes to thank everyone who contributed to this process for the Muskego Public Library.

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Introduction

With community as its overarching focus, the Muskego Public Library adopted this Strategic Plan to guide the Library through its next three years. The plan refocuses Library energies and resources in order to meet community needs and desires.

The Muskego Public Library Board created a sub-committee called the Strategic Planning Committee to collaborate with the Library Director and Library staff on this Strategic Plan. The Library Board hired WILS, a non-profit organization known for assisting libraries with their strategic planning, to aid in creating this plan. To achieve our goal, Library staff, the Strategic Planning Committee, and WILS staff gathered and assessed data from a variety of sources to determine the Library's current needs and future direction.

- **Collected and reviewed comparable data incorporating library usage statistics and annual report data**
- **Reviewed and assessed the value of current Muskego Public Library services and resources**
- **Gathered input from a community-wide survey garnering 851 responses**
- **Held a half-day plan development meeting with the Strategic Planning Committee, Library staff, and representatives from the Friends of the Muskego Public Library**

Information gathering resulted in a sharp focus on needs, culminating in the selection of three strategic initiatives, each accompanied by supporting goals.



Strategic Statements

Library Mission Statement

Ideas. Information. Community.

Library Vision

The Muskego Public Library strives to retain its status as a community focal point for idea exchange, information access, and community gathering. The Library's collaborative team commits itself to ensuring availability of superior materials, services, and staff expertise.

Library Commitments & Values

We believe these values will drive our culture, priorities, and community-focused decisions.

- **Service to community – We function to serve the needs of a strong and diverse community.**
- **Accessibility – Our materials and services are open and available to a diverse population.**
- **Positive user experience – We strive for patron enrichment through superior library materials and services, anticipating our patrons' current and future needs.**
- **Continuous improvement – We never stop looking for ways to innovate and adapt how the library delivers services to the community.**

Strategic Narrative

What is the Muskego Public Library's role in the community?

Libraries increasingly function as community destinations, while continuing to provide access to materials in a variety of formats as well as programs and services for all ages. The Muskego Public Library now and in the future, strives to play a vital role as a community gathering place, knowledge enhancer, and safe place to learn. Strategic planning process results led to identification of three key areas for the Library to focus on over the life of the strategic plan to enhance our role in the community:

- Facility
- Services
- Communication and Outreach

The Library needs to be inviting and accommodating to patrons of all ages by providing a variety of spaces for quiet reading and studying, for meetings and group work, and for engaging programming. Public service desks and staff work areas need to be functional, accessible, and equipped with the technology necessary to serve the public effectively. One of the cornerstones of an excellent library continues to be a well-trained, passionate staff, and the Library remains committed to staff development. The Library needs to be a center for early literacy, and an engaging place for our children. The Library must to provide a relevant collection in a variety of formats to meet the needs of the community. The Library strives to ensure the community retains broad awareness of all Library offerings, and collaborates with other organizations to meet community ideals. As a community stakeholder itself, the Library has been and always will be a good steward of its resources, and will seek to maximize funding opportunities. To best serve our community, we must know what our patrons want, adapt accordingly, and inform stakeholders of all of our activities in this direction.



Strategic Initiative - Facility

We aim to ensure our facilities are welcoming, comfortable and accessible. We adapt the physical space to meet the changing needs of our community and the Library's evolving role within the framework of our mission, vision, and resources.

GOALS AND POTENTIAL OBJECTIVES

- **Update the Library facility to increase patron comfort and functionality, encouraging increased usage of all Library areas, both inside and outside the perimeter of our building.**

- Replace study carrels and armchairs with comfortable and functional furniture suitable for individual and group work as well as reading and relaxation
- Improve wayfinding signage to designate specific Library areas
- Explore creation of an outdoor reading area
- Replace carpeting throughout Library

- **Make physical and technological improvements to enhance growth potential for new and existing services and programs, increasing usage and attendance, as well as improving the patron experience.**

- Equip the large meeting room with projection and sound equipment
- Equip the smaller meeting rooms with presentation equipment
- Identify potential areas for additional wireless Internet hotspots
- Add an additional self-check station
- Provide up-to-date computer and printing equipment to meet public need
- Provide a pod coffeemaker for public use

- **Update the Children’s and Young Adult areas to create more inviting and distinct spaces for youth and families, while increasing interactive programming and learning opportunities.**

- Work with Design/Architectural firm to re-imagine a vibrant Children’s Area
- Equip the Children’s Area with child-friendly, age-appropriate furniture
- Equip the Children’s Area with child-appropriate workspaces
- Create an Early Literacy Center (space, furniture, interactive equipment)
- Install a noise barrier between the Adult and Children’s Areas
- Explore creating a Mother’s Room
- Give the Young Adult area a unique look (color, furnishings)
- Create a computer workspace in the Young Adult Area
- Create comfortable, functional workspaces for individual and group work in the Young Adult Area

- **Update staff work areas and service desks to improve ergonomics and efficiency while facilitating streamlined patron and staff interactions.**

- Install standard cubicle furniture in staff work area
- Provide staff with ergonomic task chairs
- Re-imagine Circulation Service Area
- Redesign reference desk
- Explore RFID (Radio Frequency ID) system

Strategic Initiative - Services

We focus on providing lifelong learning opportunities and resources with exceptional customer service. We provide an excellent collection in a variety of formats. We continue to create superior educational and recreational programming, incorporating the technology required due to ever-changing community needs.

GOALS AND POTENTIAL OBJECTIVES

- **Place a strong focus on programs and resources for children, especially related to early literacy, while concurrently expanding interactive learning opportunities through technology.**
 - Implement daily storytimes for a variety of age groups
 - Include technology in all storytime programming
 - Equip Storytime Room with a Smartboard
 - Provide programming for school-age children with a focus on STEAM concepts (science, technology, engineering, arts and math)
 - Make early literacy activities and materials available in the Children's Area
 - Offer early literacy kits for checkout
 - Provide tablets loaded with children's activities for checkout
- **Provide engaging services and programming to attract young adults. Enhance Library potential as a study and collaborative learning center for teens.**
 - Grow and expand the role of the Teen Advisory Board
 - Offer gaming activities for teens
 - Offer programming with STEAM or "maker" components

- **Develop innovative and appealing programming plus enhance existing services for a wide range of adults.**

- Offer regular adult level movie and documentary screenings
- Explore offering adult book clubs on-site and off-site
- Strengthen programming geared towards seniors (for example, Memory Cafes)
- Create programming targeted towards patrons in their 20s and 30s
- Explore offering series of programs on the same topic
- Explore homebound delivery services

- **Develop all staff by providing access to high-quality professional development and continuing education opportunities.**

- Provide annual staff training sessions
- Provide access to membership in professional organizations
- Provide access to online and off-site training

- **Engage well-trained staff to grow and maintain a balanced and relevant collection in a variety of formats, print and otherwise. An ever-evolving collection serves to educate, enrich, and entertain patrons of all ages. We consistently explore innovative materials to meet the need of the public.**

- Provide updated and remove outdated formats in response to changes in technology and user habits
- Analyze circulation trends to identify borrowing habits and provide relevant collections

Strategic Initiative - Communication and Outreach

We inform the community so stakeholders are actively aware of and engaged in all the Library has to offer. We engage community organizations so they recognize the Library as a vital resource and valuable partner. We ensure stakeholders view their Library as a community hub and wise investment.

GOALS AND POTENTIAL OBJECTIVES

- **Increase awareness and communication regarding Library resources, services, programs, and opportunities.**

- The Library Board and staff review the marketing plan annually for continued viability and update
- Install digital display screens to promote library programs and services

- **Collaborate and build partnerships with schools, non-profits, businesses, organizations, and community groups to expand service capacities and increase engagement with the Library.**

- Increase school visits at public and parochial schools
- Promote library services through collaboration with community businesses such as daycare centers, medical providers, and senior living facilities
- Collaborate with the school district to create programs for special needs children

- **Increase library advocacy and secure funding resources to maintain desired service levels.**

- Communicate the value and needs of the Library to the Muskego Common Council, other elected officials, and the public through annual reports
- Library staff and Library Board Trustees participate in legislative advocacy events
- Apply for grants to support additional services and programs
- Explore planned giving opportunities

Implementation

The Strategic Plan will be complemented by annual action plans incorporated as part of this document. We will conduct an annual plan assessment to review service goals and determine if any adjustments need to be made to identified plan initiatives based on changing conditions or new challenges and opportunities. For this purpose, the Strategic Planning Committee will reconvene in Spring, in advance of the Library beginning its annual budget planning process.

The Committee will propose targeted objectives for the following year's action plan allowing the Library Board to plan accordingly during the budget process.

In Fall, the Director and Library staff will develop a detailed action plan to be reviewed by the Strategic Planning Committee with strategies and costs needed to implement plan initiatives and goal-related activities. Initiatives and activities will be prioritized, factoring in available resources and capacities.

As part of the action plan review, the Director and Library staff will determine needed resources, establish timelines, and identify benchmarks and measurements to monitor the impact on the Library's metrics for different plan components.

The Director will communicate progress to the Library Board three times per year to update its members on the current action plan. Verbal updates will be given at the May and September Board meetings, and an annual written summary will be presented at the December Board meeting.





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