



**MUSKEGO**  
PUBLIC LIBRARY

# 2017 Action Plan

## Facility - Action Items

### GOALS AND ACTION ITEMS

- **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 eight stuffed chairs in the Magazine Area
- Replace carpeting in the Children's Area
- Explore outside funding opportunities for exterior benches
- Update HVAC controls

- **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.**

- Install ceiling-mounted LED projector, appropriately sized pull-down screen and sound system in Meeting Room 4
- Install wall-mounted smart television with speaker in Meeting Room 3
- Install wall-mounted smart television in Meeting Rooms 1 and 2
- Work with City IT staff to evaluate the Library's wireless signal throughout the public areas of the building and make recommended improvements
- Work with the Friends of the Library to find the best solution for providing coffee to patrons

- **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 an architectural firm to reimagine 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 parenting collection

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

- Purchase ergonomic chairs to replace current staff task chairs

## Services - Action Items

### GOALS AND ACTION ITEMS

- **Place a strong focus on programs and resources for children, especially related to early literacy, while concurrently expanding interactive learning opportunities through technology.**

- In 2016, the Library began offering all storytime programming on a year-round basis.
- During the 2016 calendar year, the Library began providing programming for school age children with a focus on STEAM concepts.
- Work with the Friends of the Library to explore funding options for equipping the storytime room with a Smartboard
- Develop early literacy kits for checkout
- In 2016, the Library started providing tablets loaded with children’s activities for checkout.
- Formulate a plan for early literacy education for parents

- **Provide engaging services and programming to attract young adults. Enhance Library potential as a study and collaborative learning center for teens.**

- Develop a marketing initiative to grow and expand the role of the Teen Advisory Board
- With improved presentation equipment in meeting room 4, the Library will offer regular gaming activities for teens
- Offer 4 STEAM / Maker programs for teens

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

- Implement regular movie matinees for adults
- In 2016, the Library began offering Memory Cafes and will explore other options to provide programming geared towards seniors
- Explore creating a lecture series

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

- Continue to provide 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.**

- Continue to provide updated and remove outdated formats
- Focus on analyzing the children's collection in anticipation of redesigning the Children's Area

# Communication and Outreach - Action Items

## GOALS AND ACTION ITEMS

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

- Review and update marketing plan
- The library recently installed a digital display screen near the checkout desk. Staff will determine if other areas of the library could benefit from having a digital display screen

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

- The Children's Librarian will visit each elementary school classroom twice over the course of the year
- Work with the elementary schools to promote the All-Abilities Storytime
- Reach out to daycare centers, preschools, and parochial schools in Muskego about Library services
- The YA librarian will explore collaboration opportunities with the middle school and high school

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

- Create an Annual Report Document
- Increase the library's presence at Library Legislative Day in Madison
- Apply for at least one grant each for Adult, Young Adult and Children's services to support additional services and programs
- Work with the Friends on creating an appropriate planned giving opportunity



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