



## 2021 Action Plan

The purpose of the Muskego Public Library Action Plan is to provide a list of actions (projects, tasks, or ideas) designed to improve the library building and services. All actions should call back to the strategic initiatives and goals from the Library's current Strategic Plan. Actions submitted under each goal are projects that will have an endpoint and supplement the library staff's routine (daily) operational duties to the community.

### Facility - Strategic Initiative

#### GOALS AND ACTION ITEMS

- **Update the Muskego Public Library facility to improve functionality for patrons and staff, by establishing ongoing maintenance directives for the building's interior and exterior.**

- Logistics planning of external maintenance door to connect access to rear interior HVAC controls to exterior units.
- Replace carpeting in library proper
- Young Adult area redesign
- Reference desk redesign
- Implement general landscaping renewal
- Investigate gutter solution for west entrance

- **Improve the quality and access to Muskego Public Library facilities to improve the patron experience. Consider aesthetic, comfort, and universal design.**

- Improve aesthetics, comfort, and access in library study rooms
- Resolve 2019 Accessibility Scan non-capital action items
- Investigate initial estimates and design for library restroom renovations and water filling stations.
- Investigate creation of more study rooms

- **Introduce infrastructure changes leading to increased staff efficiencies and/or improved patron service levels.**

- Logistics planning for RFID (Radio Frequency ID) implementation (project timeline, staff needs, quotes)
- Evaluate effectiveness of wayfinding signage to improve patron experience
- Investigate addition of drive-up book drop and holds window

## **Services - Strategic Initiative**

### **GOALS AND ACTION ITEMS**

- **Place strong focus on programs and resources for children, especially related to early literacy.**

- Develop copyright guidelines for materials used in online story times
- Develop more parent education elements to include in story times
- Pilot an afternoon story time

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

- Implement structured plan for continual young adult feedback
- Offer programming with STEAM concepts for young adults
- Offer grand reopening event for Teen Area
- Develop programming in remodeled Teen Area

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

- Explore creating a lecture series
- Investigate partnership with Bridges System to create video tutorials
- Investigate grace period for fines and additional fine forgiveness days
- Investigate expansion of deposit collections for senior living facilities
- Create programs targeted towards patrons in their 20s-30s
- Offer Saturday afternoon movie events with food
- Implement Winter Reading Challenge

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

- Introduce regular circulation staff meetings and training
- Provide annual staff training sessions

- **Analyze how Muskego Public Library services reach our patrons. Reduce or remove barriers to Muskego Public Library services access.**

- Evaluate Interlibrary Loan (ILL) processes
- Investigate updating and expanding assistive technology offered
- Investigate online chat reference through instant messaging platform
- Explore creation of a Community Corner (drop off donation site for patrons)
- Investigate in partnership with the Bridges Library System video tutorials on Overdrive, Libby, online catalog, online card account for patrons
- Review all Muskego Public Library fees
- Review Muskego Public Library fine structure and loan periods
- Investigate grace period for fines and/or additional fine forgiveness days
- Investigate accepting credit card/debit cards for payment transactions at service desks

## **Communication/Outreach - Strategic Initiative**

### **GOALS AND ACTION ITEMS**

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

- Update Communication and Marketing Plan to support the 2020-2023 Strategic Plan
- Increase awareness and visibility of Library email communications
- Implement texting for library communications where possible
- Review all Muskego Public Library Board Policies and Bylaws & identify gaps
- Review, update, and train on Muskego Library emergency procedures
- Improve patron feedback processes (i.e. upgrade comment card box, etc)

# Communication and Outreach

## - Strategic Initiative

### GOALS AND ACTION ITEMS

- **Increase awareness and communication regarding Library resources, services, programs, and opportunities (continued)**

- Review records retention schedule
- Evaluate additional ways to market adult movie screenings
- Implement a welcome package for new Muskego Public Library card holders
- Create library advertising corners within each public meeting room
- Evaluate quality of overdue notices in all formats (print, email, recordings)
- Redesign and development of 2020 local and state annual reports
- Review strategic statements for improvement: mission, vision, values
- Refine and expand documentation of library public health crisis response for future

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

- Assess how to digitize and send Muskego Public Library historical newspaper holdings to State Historical Society
- Review 2035 City of Muskego Comprehensive Plan and evaluate Muskego Library intersection points.
- Develop a nursing home intergenerational outreach program

- **Increase Muskego Public Library advocacy and secure funding resources to maintain desired service levels.**

- Support Friends in developing fundraiser planning initiatives
- Work with the Friends to investigate planning giving opportunity
- Support Friends in developing a membership campaign

# 2021 Pandemic Addendum

## - Strategic Initiative

### GOALS AND ACTION ITEMS

- **Provide effective emergency and preparedness planning for public health response now and for the future.**

- Stay up to date with public health news and recommendations from multiple outlets at the local, county, state, and national level
- Maintain system for tracking relevant public health data to aid in strategic service planning and decision making
- Coordinate with Bridges Library System on unified pandemic response regarding material delivery, due dates, notices, and other software decisions.
- Maintain work from home staff processes, training, and in-service day
- Use special budget tools to track pandemic impact & planning
- Follow Library Public Health Emergency Protocol defining service levels and response to public health emergencies
- Develop public health staff, patron, and building safety measures
- Develop staff training and education on customer service and offering library services during public health emergencies

- **Plan and communicate with community regarding an all virtual reading program for all ages.**

- Manage virtual platform, design virtual challenges, develop prize structure

- **Design modified services that allow for access to library information and materials.**

- Offer curbside services for materials checkout and library card registration
- Virtual programming for patrons via Facebook, Youtube, and Zoom
- Virtual library card experience for instant & remote access to library e-materials
- Offer and assist patrons with new virtual services (Hoopla, HelpNow)
- Offer a virtual component to Library Board Meetings for Trustees & public

# Routine Duties Addendum

## Facilities

- Coordinate with maintenance and contractors on general building upkeep
- Respond to issues with building facility (break/fix)
- Monitor building cleanliness and work with professional cleaning company on tasks
- Evaluate and resolve building safety issues (security, fire, accessibility, weather)
- Coordinate with IT related to technology hardware and software issues, updates, and enhancements
- Monitor library grounds to ensure property is well kept
- Manage library cash registers and coin-op machines

## Services

- Routinely assess and remove outdated materials to keep the collection up to date
- Analyze circulation trends to identify borrowing habits and provide relevant collections
- Utilize professional literature as purchasing aids to provide a well-rounded and current collection
- Research the current and upcoming technology formats to provide the most up to date materials to reflect user needs
- Regularly update the online catalog through record creation from new purchases
- Process new materials to allow for shelf-ready status

# Routine Duties Addendum

## Services (continued)

- Manage and respond to questions related to patron accounts
- Check items in/out and evaluate condition of items
- Repair and clean library materials to extend shelf life
- Process library materials and requests from inside and outside system
- Offer year-round programs for a variety of age groups
- Create early literacy guidance for families
- Provide reader's advisory to all age groups
- Offer technical support to users on the public computers
- Provide research services to community members based on their information needs

## Communication and Outreach

- Update library website
- Create monthly program calendars, flyers, and posters
- Work with community groups to host partner events or book public meeting rooms
- Communicate regularly with schools and early learning centers regarding library services.
- Collaborate with the Friends on events and marketing
- Monitor and respond to Library social media accounts
- Manage communications with patrons regarding their account status
- Serve on city, county, state, and national committees to contribute to library field