

2019 Strategic Plan Activities

Progress Report

STRATEGIC GOAL 2 Center for Learning and Connecting

- Increase inclusivity and access to services and resources that the library provides
 - Add or improve bilingual and ADA-compliant signage

The signage has been ordered with a 50% deposit of \$1,767.09 paid from account #220-11300 Investments. We still need the terminology translated into Spanish.

- Provide programming and collections that appeal across segments of the Whitewater community
 - Conduct a community survey about programming

We created a survey that was available through our Facebook page, website, and on a portable iPad kiosk at the front desk from June through August for about eight weeks. We asked three questions:

- 1. What is/are your favorite type(s) of events or programs at the Library?**
 - a. Presenters/authors
 - b. Hands-on/interactive
 - c. Performers
 - d. Passive programs
- 2. Which of these events did you or a family member attend last year?**
 - a. We listed 73 events
- 3. For programs where you make something that you can take home with you, would you be willing to pay a small fee to cover the cost of supplies?**
 - a. Yes, up to \$15
 - b. Yes, up to \$10
 - c. Yes, up to \$5
 - d. No

Our results were as follows:

- 1. Favorite types of events**
 - a. Presenters/authors = 55%
 - b. Hands-on/interactive = 39%
 - c. Performers = 29%
 - d. Passive programs = 21%
- 2. Of the 73 events: 33% had attended Maker Monday; 26% had attended Wisconsin's Most Haunted Places; 22% attended the Effigy Mounds Presentation and Tour; 15%**

had attended Rhyme Time, Hogwarts Reunion, Ice Age Trail Event, Harry Potter Birthday Party, and Teen Chopped Challenge. The other 65 events were attended by fewer than 10% of the respondents.

3. Willingness to pay a fee for supplies

- a. Up to \$15 = 19%
- b. Up to \$10 = 26%
- c. Up to \$5 = 45%
- d. No = .08%

- Update the new materials carousels in the CAFÉ catalog

The “Featured Children’s” carousel is being paired with either our in-house book displays or our passive programming, depending on the month.

Two new carousels were added to the Cafe Catalog highlighting adult materials. They are FEATURED ADULT TITLES and SEASONAL. The addition of these categories allows Diane to be more creative in featuring different collections we have at the library.

- Provide welcoming, safe, and comfortable spaces throughout the library, both in the physical library and virtual library spaces
 - Purchase new comfortable seating

Samples of the fabric and back of the chairs we intend to purchase for the Community Room will be at the meeting.

STRATEGIC GOAL 3 Engaging and Effective Communication

- Increase awareness of all the library does and offers
 - Find out from the Department of Public Works about adding additional library signs at various intersections near the library

The signs are up near the intersections of Franklin and Center, Fremont and Center, and Whitewater and Church.

- Share community stories to highlight the needs and opportunities in Whitewater
 - Compile a list of resources in the community for various needs and promote it on the website and Facebook

Diane is about halfway through the process of compiling a cumulative list of community resources. The list of categories is proving to be rather extensive. It will be a great tool once completed.

- Develop library advocates to promote the value of the library
 - Create a marketing campaign that highlights community members on our webpage

Claire is selecting candidates for an interview for a future podcast. The goal to mirror Humans of New York and the like. This podcast will feature library users that are not necessarily the usual well-known community members.

STRATEGIC GOAL 4 Strengthening Partnerships

- Cultivate partners to support the library's mission
 - Create a database of partners with points of contact

Contact was made with the UWW Community Based Learning Group. They provided their list of contacts as well as faculty members who help run the group. They have scheduled a visit to the library to create a partnership opportunity on August 29.

Anne Hartwick's list of Community Contacts have been added.

There is now a folder in the Strategic Plan folder (G Drive) that has a list of all contacts. This will be merged into one document.

- Create an environment to help other groups and organizations find ways to collaborate
 - Contact local organizations about projects they would like assistance with and publicize those projects to match them with organizations that would like to help

We could do this by creating a Facebook page where organizations can post volunteer needs. Some potential issues/concerns:

- **How do we decide which organizations we should work with?**
- **What criteria will we be using to determine whether or not an organization is legitimate?**
- **What criteria will we be using to determine whether or not volunteers are legitimate?**
- **Who is responsible for vetting organizations and volunteers?**
- **What is our liability?**
- **Who is responsible for maintaining this page?**
- **How much time is available to maintain this page?**

- Partner with schools and other organizations and groups to provide safe spaces and learning opportunities for school age children in the community
 - Explore possibilities for after-school support

Contacted Michelle Dujardin to see what the Whitewater Parks & Rec department offers for middle schoolers.

Contacted Jennifer Wharton, the Youth Services Librarian from Elkhorn to see what opportunities they provide.

A full report on their responses will follow at a later date.