

2023 Strategic Plan Activities

STRATEGIC GOAL 1 Building Toward the Future

- Develop spaces that fit the diverse and ever-changing needs of our community
 - Engage the community in fundraising for the capital campaign.

STRATEGIC GOAL 2 Center for Learning and Connecting

- Increase inclusivity and access to services and resources that the library provides
 - Complete a diversity audit of the collection with the assistance of Bridges system staff.
- Provide programming and collections that appeal across segments of the Whitewater community
 - Create a winter outdoor equipment collection for our Library of Things.
 - Print monthly book lists from Library Aware and make them available in the Youth Services Department.
 - Schedule weekly social media posts from Library Aware.
- Provide welcoming, safe, and comfortable spaces throughout the library, both in the physical library and virtual library spaces
 - Set up a HappyLight on a dedicated table next to an outlet through March.
 - Identify our library with a visual indicator as an Affirming Space for LGBTQIA teens.
 - Provide 1-2 inclusive events for LGBTQIA youth.

STRATEGIC GOAL 3 Engaging and Effective Communication

- Increase awareness of all the library does and offers
 - Film Summer Reading Program promotional video.
- Share community stories to highlight the needs and opportunities in Whitewater
 - Share social media posts from vetted community organizations on our Facebook page.
- Develop library advocates to promote the value of the library
 - Within the framework of the capital campaign, recruit community members to be library advocates.

STRATEGIC GOAL 4 Strengthening Partnerships

- Cultivate partners to support the library's mission
 - Create a plan to renew and revitalize the Friends of the Library

- Collaborate with the Andersen Library archives on a presentation to highlight our collections to family history researchers.
- Create an environment to help other groups and organizations find ways to collaborate
 - Revise the library's meeting room policy to accommodate new uses of meeting spaces in the expanded and renovated library.
- Partner with schools and other organizations and groups to provide safe spaces and learning opportunities for school age children in the community.
 - Conduct
 - Provide information on library services and programs and registering eligible children for the Dolly Parton Imagination Library through tabling at 4K registration and general school registration.
- Explore ways to increase engagement and involvement in the city
 - Have the police department provide active shooter training for staff on staff training/work day in April.
 - Continue to work with the city clerk on the city archives access project as her time permits.