

Matheson Memorial Library Strategic Plan, 2020-2023

Matheson Memorial Library's first strategic plan was completed in 2016 with goals and objectives selected to focus on for three years through 2019. We started reviewing the progress of this first plan in September, 2019, and came to the conclusion that we had successfully completed most of the goals we set. We reviewed the goals and objectives we accomplished, any goals not realized, and also reviewed the library service responses. At our October 9, 2019 Library Board meeting, it was decided to keep the 2020-2023 Strategic Plan simple and have library staff vote on the service responses and work on writing new goals and objectives. In 2023, we will do a more comprehensive plan and get community input. At our October 25, 2019 staff work day, the library staff voted for the top six service responses they felt were most important from the list of 18. Since our mission and vision statements were revised in 2016, they will not be changed.

Mission Statement

The Mission of the Matheson Memorial Library is to connect our community with library resources and services that enrich, enlighten, and entertain.

Vision Statement

Matheson Memorial Library will provide excellent customer service and quality materials, resources, programs, and experiences. We will provide free access to these in a comfortable and welcoming environment. We will promote partnerships in the community, encourage lifelong learning and evolve to meet the needs of the community.

Our core values, as well, will remain the same as identified in 2016.

Core Values

We believe:

- That an accessible and free library is fundamental to a free society
- In literacy and lifelong learning
- In intellectual freedom and the personal privacy of all our users in accordance with the law

We value:

- Excellent service
We offer quality service to all users. Staff is friendly, helpful, and strives to enhance user experience with each interaction
- Respect
We practice courtesy and civility in our actions and attitudes; we value, support, and respect all patrons and staff
- Teamwork
We celebrate our unique talents and work cooperatively towards the library's goals with trust and enthusiasm
- Open Access

Matheson Memorial Library Strategic Plan, 2020-2023

We value free and open access to all collections and services in a nonjudgmental manner to all individuals and protect the privacy of all users

- Innovation, imagination and creativity

We value continuous learning and innovation; we encourage creativity, imagination and the life of the mind

- Responsiveness to community needs

We strive to offer materials, programs, and experiences that meet the needs of our community

- Good Stewardship

We are responsible stewards of the resources that have been entrusted to us and are accountable for proper use of public funds

- Diversity

We value the background and culture of our residents and recognize that a diverse community fosters growth and tolerance

The service responses we considered, however, reflected a slight change based on staff vote from three years previous.

This year, in 2019, we selected the following seven services responses (there was a sixth place tie) to focus on in writing our goals and objectives for our 2020-23 plan:

1. Create young readers: early literacy
2. Satisfy curiosity : lifelong learning
3. Visit a comfortable place : physical and virtual spaces
4. Stimulate imagination : reading, viewing and listening for pleasure
5. Connect to the online world : public internet access
6. Know your community : community resources and services
7. Learn to read and write : adult, teen and family literacy

Using these seven service responses, we identified five **Core Services** :

Matheson Memorial Library Strategic Plan, 2020-2023

1. User Experience and Staff Development (Focus on People)

The library offers friendly and helpful service from our two service desks- the main Information/Circulation desk and the children's desk. We aim to provide an excellent user experience to keep our patrons coming back. We strive to keep both service desks covered by staff most of our open hours. We encourage staff to reach their professional goals and have the opportunity to learn and grow.

Goal 1: Analyze user experience to gauge satisfaction and implement improvements.

Objective: A survey (either in-house, online or off-site) will be conducted annually to look for ways to improve library services and assess community needs.

Goal 2: Promote staff expertise through internal instruction and off-site staff development.

Objective: Supervisory staff will have the opportunity to attend conferences, training and courses of interest for their professional development.

Objective: All staff will have the opportunity to engage in webinars and training relevant to their job.

Objective: Supervisory staff will work with library associates and assistants to identify areas for professional growth and help them find appropriate continuing education opportunities.

Objective: In 2020, Jessica and Chad will apply to present at WAPL in Oshkosh. Jennifer will attend ALSC in MN and attend/present Play Make Learn in Madison. Lisa will attend PLA Conference in Nashville. Conferences in subsequent years will be fairly split between full-time staff.

Objective: Chad will continue courses at UW-Milwaukee toward his MLIS.

Goal 3: Increase grant application activity.

Objective: Complete LSTA Minigrant, focusing on computation and collaborative thinking. This grant will be received in January 2020 and will go towards expanding the STEAM labs, board games, and maker space, including Dungeons and Dragons equipment.

Objective: Apply for Walmart Community grant, February 2020, supporting teen after school activities.

Objective: Identify a list of needs by department and conduct a search of appropriate grants to fulfill those needs. Example: Look for a grant to purchase AED defibrillator (need), apply for an Elkhorn Fund grant (local grant possibility).

Goal 4: Staff will be thoroughly trained and evaluated regularly to help enhance performance.

Objective: Staff training will include a technology competency assessment.

Matheson Memorial Library Strategic Plan, 2020-2023

Objective: Update the current staff evaluation form to an assessment that better gauges staff achievement of their work performance and professional goals.

Objective: Collect staff feedback on workplace satisfaction and implement appropriate improvements.

2. Community Spaces including building needs assessment and grounds

The library provides a welcoming and comfortable space for all our users. The library is a community gathering space where individuals, families and groups can relax & play, learn & study, collaborate and work. We view our library as a dynamic public space. In assessing our existing infrastructure we recognize that in the next three years we need to investigate the following areas for a more in-depth analysis: our HVAC system and Trane computer system, purchase a new server, evaluate the condition of the library roof, the windows in the story room, carpet replacement schedule, availability of power outlets, the state of parking for library events, plan for replacement of LED canned lights and old fluorescent lighting, and flooding issues in the basement. We will need to address any ADA accessibility issues. Implement ideas from the Sustainability paper conducted in 2019.

Goal 1: Provide sufficient work space for all staff, especially youth services.

Objective: Provide a desk and work space for all full-time staff.

Objective: Provide space for all staff to use a computer for webinars, continuing education and other work activities on off-desk time.

Goal 2: Conduct an assessment of building conditions to identify needs and begin planning to fund repairs and updates.

Objective: Work with city Public Works and vendors to perform a building audit on HVAC and other systems, the building's roof and carpeting to assess needed repairs and updates. Using this information, draw up a formal needs assessment to begin allocating funding.

Objective: Between 2020-2023 fund and implement building improvements and processes outlined in Sustainability paper by H. Porter that have been approved by the Library Board.

Objective: Correct deficiencies that were found in the city's ADA accessibility report.

Goal 3: Install a defibrillator in the library lobby.

Objective: Write a grant to help fund the purchase of a defibrillator.

Goal 4: Improve lighting by adult movie section.

Objective: Consult with city electrician and/or vendor to explore ways the lighting could be improved in dark areas and fund no later than 2021.

Matheson Memorial Library Strategic Plan, 2020-2023

Objective: Implement a plan to replace the remaining fluorescent lights with LED lights and find a solution to the LED canned light problem.

Goal 5: Finish garden plans on the south side of the library and make it more child-friendly.

Objective: Install plantings that will provide a barrier to the street and hide electrical boxes.

Objective: Install a statue in the garden.

Objective: Install a water feature.

Objective: Plant a tree in the terrace along Wisconsin Street.

Objective: Recruit, organize and lead a team of Master Gardeners to maintain outside flower beds. Schedule work days throughout the year, every year.

Goal 6: Optimize storage in the basement and address flooding issues.

Objective: All supplies will be stored on pallets or shelving units off the ground.

Objective: Investigate records retention laws, consolidate records in basement and optimize storage.

Objective: Assess basement flooding, sump pump and make sure the basement is sealed appropriately.

3. Outreach and Community Partnerships, Programs and Events

The library offers many programs and events for all ages at the library throughout the year. We provide early literacy programs, and cultural and educational experiences on a variety of topics. We partner with the school district, the Rotary Club and other civic organizations, the Chamber of Commerce, along with city and county officials to provide services that meet the needs of area residents. Library staff may leave the library to go out into the community to make these connections and provide services.

Goal 1: Provide ample and diverse programming and collections that promote early literacy.

Objective: Work with Parent Connections Coordinator to provide baby, toddler and other programs at the library weekly, as well as a big community program every April.

Objective: Support 4K with programming, outreach storytimes, and remote collections.

Goal 2: Library on the Go

Objective: Expand Library on the Go each summer, making regular visits to Sunset Pool and other local areas. Expand in fall of 2020 to Lakeland School.

Goal 3: Librarian at every table.

Matheson Memorial Library Strategic Plan, 2020-2023

Objective: Library staff will join community service groups, serve on boards and attend meetings to stay involved and active in community organizations and events.

Goal 4: Engage tweens and teens in library programs and services to foster lifelong learning.

Objective: Host 1-2 teen programs monthly.

Objective: Start a Teen Advisory Board. Involve youth in developing and executing programs.

Objective: Provide teens with volunteer opportunities that will benefit them and the library.

Goal 5: Provide programs for adults on music and the arts, culinary arts, history, crafts and more.

Objective: Utilizing marketing tools such as online polls, and input from adult program advisory committee, identify program themes of interest to our patrons.

Objective: Plan & implement at least two adult programs per month that promote interest in lifelong learning. Encourage Associates to lead a program.

Goal 6: Strive to offer programs that target specific age categories for adults from new adults to seniors.

Objective: Plan at least five programs a year that cover topics of interest to seniors. Examples include programs on genealogy, family history, and local/regional history.

Objective: Plan at least three programs that cover topics of interest to patrons in their twenties and thirties. Possibilities include a music trading club, continuance of our short story book club, and special adult-only sessions of our Dungeons & Dragons Club.

Goal 7: Provide resources to encourage civic engagement. Collaborate with City Clerk and League of Women Voters on voter registration events.

Objective: Host voter registration nights at the library so citizens can register to vote online.

Objective: Designate a computer in the library to facilitate voter registration.

Objective: Partner with Census Bureau and Walworth County officials to promote census participation.

Goal 8: Develop partnerships and collaborations with other libraries by doing joint programs, and share marketing between all system libraries.

Objective: Provide a holiday concert in collaboration with other libraries annually.

Matheson Memorial Library Strategic Plan, 2020-2023

Objective: Look for ways to partner with local service organizations to collaborate on joint programs & events.

4. Access to Computers, Internet and Technology

The library provides computer labs, Wi-fi, printing, scanning and faxing to all users. There are computers designated for adults, teens and family use. Library staff also provides technology training to the public.

Goal 1: Youth will have access to laptops or tablets to check out in the library.

Objective: Purchase and provide laptops to check out for teen use only in the library.

Goal 2: Update audio-visual equipment in the community center.

Objective: Install new projector and screen.

Objective: Provide a locked cabinet for equipment and remotes.

Goal 3: Digitize microfilm of Elkhorn Independent so it can be accessible online.

Objective: Begin a pilot program to fund digitization from 1855-1951 through the Wisconsin Historical Society. Allocate funds to make this a yearly occurrence until digitization through 2015 is achieved.

Goal 4: Provide high quality wireless service and sufficient desktop computers to users.

Objective: Purchase additional mobile hotspots to circulate.

Objective: Replace library server in 2020.

Goal 5: Host a technology fair annually to highlight new devices.

Objective: Use the annual Techstravaganza program to promote new technology tools.

Goal 6: Plan for a new print station in 2023 to replace Papercut.

Objective: Contact Envisionware and other vendors to price a new system for print release, wireless printing and computer time management.

Objective: Investigate credit card payment options for printing and copying.

5. Adult, teen and early literacy

The library will promote literacy for all with a special focus on early literacy programming and collections. Our collaboration with Pattie Woods, EASD Parent Educator provides many programs and storytimes for ages 0-5. Our maker kits, STEM resources, Rapid Reads collection, circulating toys and

Matheson Memorial Library Strategic Plan, 2020-2023

storytime kits all focus on literacy. We provide study rooms for individuals to meet with Literacy Council teachers/volunteers. Library on the Go reaches populations with limited library access during the school year and in the summer, targeting beginning readers.

Goal 1: Update the Spanish language collection.

Objective: Identify current releases and do a comprehensive update of the collection.

Goal 2: Continue to facilitate one-on-one adult literacy sessions with the Walworth County Literacy Council by providing meeting room space.

Objective: Work with the Literacy Council to identify ways we can support their efforts.

Goal 3: Attempt to reach low-income families to promote early literacy with Library in a Box (current locations at four year old kindergartens, local salon, and housing authority).

Objective: Expand future locations for Library in a Box outside of town and to local service organizations.

Goal 4: Promote alternative formats of reading to include audiobooks and graphic novels.

Objective: Update and expand the adult graphic novel collection to encourage teens and adults to develop visual literacy.