

# MUKWONAGO COMMUNITY LIBRARY LONG RANGE PLAN 2012–2015

## I. Mission and Goal Statements

- A. The Mukwonago Community Library: Engaging, Empowering and Enriching Your World.
- B. We are committed to:
  - Creating a welcoming, friendly and safe environment for all
  - Providing the best materials and best information at the best price
  - Inspiring partnerships throughout our community
  - Successfully integrating modern technologies with traditional materials and values
  - Helping our community to learn and grow

## II. Library Roles

- A. Provide excellent customer service in all our interactions and strive always to meet the needs and desires of our patrons and community.
- B. Develop and maintain a diverse collection that is a reflection of our community and society and to provide access to materials in a variety of formats.
- C. Provide access to established and emerging technologies and assist our patrons in their use and capabilities.
- D. Serve as an educational support institution for all.
- E. Be a focal point for community enrichment, development and enjoyment.

## III. Goals and Activities

### A. Customer Service

**Goal 1:** To make the Mukwonago Community Library a welcoming, enjoyable and safe place for all of our patrons.

**Activities:** Staff-wide customer service training, modeling, rewards program for good service, coordination with other agencies in Mukwonago, assessment surveys and other patron feedback opportunities.

### B. Collection Development

**Goal 1:** Maintain a diverse collection of materials in a variety of mediums

**Activities:** Diversify selection across staff members. Solicit patron feedback on collection quality and content. Stay abreast of current trends in technology and its impact on content delivery while maintaining traditional formats.

**Goal 2:** Identify areas of potential expansion or in need of improvement.

**Activities:** Solicit patron feedback on collection quality and content. Periodic reviews of all major collections (non-fiction, fiction, juvenile fiction, audiobooks, etc.) on a macro level.

#### C. Technology

**Goal 1:** To meet the varying needs of our patrons across the many types of materials and media available and the varying demographics of our community.

**Activities:** Remain current on technology and its impact on library services and collections. Establish and maintain a consistent library technology replacement program. Balance the needs of new technologies against the needs of patrons preferring traditional formats and methods.

**Goal 2:** Embrace the Beta—be willing to explore new and emerging technologies.

**Activities:** Maintain a vibrant library presence in the digital/virtual domain, including a good web page, availability via apps, etc.

#### D. Educational Support

Goal 1:

#### E. Community Enrichment

**Goal 1:** Provide programming and other opportunities to build connections within our community.

**Activities:** Children's and Adult programming. Displays. Outreach to specific patron groups (business owners, retired residents, etc.)

**Goal 2:** Establish and maintain a library presence beyond the walls of the library.

**Activities:** Library presence at village events. Coordinate with other civic and cultural agencies (village, chamber of commerce, Mukwonago historical society, etc.)

### IV. Other Factors

- A. Staffing
- B. Facility development and maintenance
- C. Budgets