



MUKWONAGO
COMMUNITY LIBRARY

STRATEGIC PLAN: 2018-2021

OUR MISSION

INSPIRING CREATIVITY, PROMOTING DISCOVERY, AND BUILDING COMMUNITY.

OUR PRIORITIES

INSPIRE CREATIVITY THROUGH
INTERACTIVE OPPORTUNITIES TO
LEARN.

PROMOTE DISCOVERY BY FACILITATING
CONNECTION TO RESOURCES, PEOPLE,
AND IDEAS THROUGH A POSITIVE USER
EXPERIENCE.

BUILD COMMUNITY BY SPARKING
INTEREST IN THE LIBRARY THROUGH
STRATEGIC MARKETING AND
COMMUNICATIONS.

ENHANCE THE LIBRARY'S CULTURE AS A
VIBRANT AND INNOVATIVE
WORKPLACE.

OUR STRATEGIES

INSPIRE CREATIVITY THROUGH INTERACTIVE OPPORTUNITIES TO LEARN.

- UTILIZE ATTENDANCE DATA, FEEDBACK, AND COMMUNITY DEMAND TO DETERMINE FUTURE PROGRAMS AND EVENTS.
- EVALUATE STAFFING, MARKETING, AND OUTREACH NEEDS TO ENSURE ONGOING OPERATION OF METASPACE ⁵¹¹.
- DEVELOP LIBRARY COLLECTIONS THAT REFLECT DEMAND AND RELEVANCY TO MUKWONAGO COMMUNITY.

PROMOTE DISCOVERY BY FACILITATING CONNECTION TO RESOURCES, PEOPLE, AND IDEAS THROUGH A POSITIVE USER EXPERIENCE.

- CONDUCT FACILITIES STUDY TO EVALUATE OPTIONS FOR EXPANDING CAPACITY, ALLEVIATING INTERIOR NOISE CHALLENGES, AND PROVIDING ACCESS TO POPULAR MATERIALS.
- EVALUATE FEASIBILITY OF EXPANDING HOURS OF OPERATION, INCLUDING SUNDAY AFTERNOONS.
- DEVELOP PROGRAMMING AND OUTREACH TARGETING THE OLDER ADULT POPULATION.
- INCREASE USAGE OF THE LIBRARY BY TEENS.

BUILD COMMUNITY BY SPARKING INTEREST IN THE LIBRARY THROUGH STRATEGIC MARKETING AND COMMUNICATIONS.

- DEVELOP COMMUNICATIONS PLAN THAT EMPHASIZES CONSISTENT BRANDING AND MESSAGING.
- INCREASE PHYSICAL PRESENCE OF THE STAFF IN THE COMMUNITY, THROUGH SHARED PROGRAMS, COLLABORATIVE OUTREACH EFFORTS, AND PARTICIPATION IN COMMUNITY EVENTS.
- EXPLORE OPTIONS FOR EXPANDING COLLABORATION WITH THE LOCAL BUSINESS AND EDUCATION COMMUNITY.

ENHANCE THE LIBRARY'S CULTURE AS A VIBRANT AND INNOVATIVE WORKPLACE.

- DEVELOP PATHWAYS FOR SHARED LEADERSHIP AMONG LIBRARY STAFF TO ENCOURAGE THE SUSTAINABILITY OF INITIATIVES.
- INCREASE STAFF PARTICIPATION IN PROFESSIONAL DEVELOPMENT OPPORTUNITIES TO ENERGIZE THE LIBRARY AS AN ORGANIZATION AND TO RESPOND TO TRENDS IN PUBLIC LIBRARY SERVICE.
- EVALUATE CURRENT LIBRARY STAFFING MODEL TO ALIGN WITH STRATEGIC PLAN PRIORITIES.



OUR PLANNING PROCESS

COMMUNITY-BASED AND DATA-DRIVEN.

DURING THE FALL OF 2017, MUKWONAGO COMMUNITY LIBRARY LAUNCHED ITS STRATEGIC PLANNING PROCESS WITH THE INTENTION OF ENGAGING LIBRARY STAKEHOLDERS IN A COLLABORATIVE EFFORT.

THROUGH A COMMUNITY SURVEY AND A SERIES OF FOCUS GROUPS WITH RESIDENTS, LIBRARY STAFF, AND LOCAL COMMUNITY LEADERS, THE LIBRARY COLLECTED FEEDBACK ON WHAT THE MUKWONAGO COMMUNITY DESIRES FROM ITS LIBRARY.

AFTER ANALYZING THIS DATA AND INPUT, THE LIBRARY BOARD OF TRUSTEES DEVELOPED FOUR OVERARCHING PRIORITIES TO GUIDE THE DIRECTION OF THE LIBRARY, FOCUSING ON REMAINING RELEVANT TO THE MUKWONAGO COMMUNITY AND MEETING THE VARIETY

OF NEEDS OF ITS SERVICE AREA, WHILE UPHOLDING THE VALUES OF RESPONSIBLE FINANCIAL STEWARDSHIP AND THE ROLE OF THE LIBRARY AS A PROVIDER OF LEARNING OPPORTUNITIES.

THIS STRATEGIC PLAN, WHICH IS A DIRECT RESPONSE TO THE FEEDBACK THE LIBRARY RECEIVED, WAS APPROVED BY THE BOARD OF TRUSTEES IN AUGUST 2018.

THROUGH CONVERSATIONS HELD DURING THE PLANNING PROCESS, THE BOARD AND STAFF REVISED THE MISSION STATEMENT OF THE LIBRARY TO ACCURATELY REFLECT ITS ROLE WITHIN THE MUKWONAGO COMMUNITY.

AS WE LOOK TO OUR FUTURE, WE HOPE YOU JOIN US IN INSPIRING CREATIVITY, PROMOTING DISCOVERY, AND BUILDING COMMUNITY.