

Strategic Plan

2020-2022

Adopted: 3/12/2020

MISSION, VISION, and CORE VALUES

Mission: To build community as we engage, educate, and enrich the lives of our patrons.

Vision: To provide a safe and comfortable place where all are welcome and encouraged to create, connect, and discover.

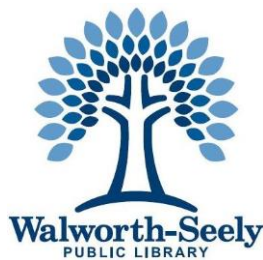
Core Values: Guiding all library decisions and activities are the following six core values:

- Life-long Learning
- Community
- Service
- Access
- Equity
- Inclusion

STRATEGIC AREAS OF FOCUS

Walworth-Seely Library will be focusing on the following strategic areas over the next three years:

1. Library improvement
2. Community engagement
3. Stable funding and support

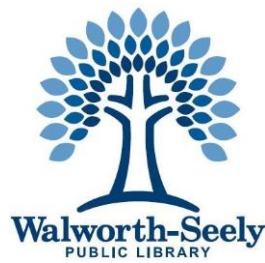


STRATEGIC AREA ONE | Library Improvement

Description: Our ability to best meet the needs of our patrons and library staff is affected by the size of our current library. Undertaking a library improvement project will address the challenges of space, accessibility, and productivity inherent in our current size. The project will be funded at no additional cost to taxpayers and will maintain the welcoming and comfortable atmosphere of the library that our patrons value.

Personnel: Library Board of Trustees, Library Director, Project Architect, Project Contractors, Library Staff

Year One Goals (2020)	Year Two Goals (2021)	Year Three Goals (2022)
DESIGN	BUILD	UTILIZE
Increase square footage and add a second meeting room	Layout furniture, fixtures, materials, etc. to maximize new and existing spaces	Increase programming and collections based on attendance and community feedback
Plan for improved accessibility of the library and its collections	Install new ADA compliant Circulation Desk; layout furniture, fixtures, materials, etc. to improve accessibility	Make changes to layout as needed based on needs and community and staff feedback
Increase employee work space and create a dedicated storage area	Layout furniture, fixtures, materials, etc. to maximize employee productivity	Make changes to layout as needed based on needs and staff feedback
Create plan for providing a temporary library space during construction closure	Offer limited materials, hold pickups and weekly programs from temporary location during construction closure	

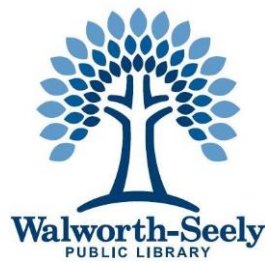


STRATEGIC AREA TWO | Community Engagement

Description: Connecting with library patrons, creating relationships with non-library users, inspiring life-long learners, and discovering the next generation of library advocates are all crucial to the future success of our library.

Personnel: Library Director, Library Staff, Library Board of Trustees

Year One Goals (2020)	Year Two Goals (2021)	Year Three Goals (2022)
Evaluate current programs and attendance to determine how well offerings are meeting community needs	Adjust offerings based on Year One evaluations; conduct a community needs survey	Implement a new program based on a community need identified in Year Two survey
Train library staff to assist patrons in completing the 2020 Census; participate in complete count efforts		
Bring the library to the community by bringing the book bike to the farmer’s market, town festivals, parades, etc.	Increase library presence at community events	
Investigate ways to reach out to the school districts we serve	Implement one Year One outreach idea per school district	Evaluate Year Two outreach efforts; implement additional idea(s) if successful



STRATEGIC AREA THREE | Stable Funding and Support

Description: Securing reliable funding and support will allow the library to effectively serve the community into the future. Establishing financial stability, not just one budget-cycle at a time, but long-term is paramount. Additionally, increasing the support received from our Friends group is equally important.

Personnel: Library Board of Trustees, Library Director, Library System Director, Friends of the Library Group, Library Staff

Year One Goals (2020)	Year Two Goals (2021)	Year Three Goals (2022)
Investigate funding solutions that will provide long-term stability	Select funding solution to work toward and begin process of securing funding	Complete process of securing chosen funding solution
Assist Friends group in undertaking a new member recruitment and retention effort	Encourage Friends group to host a new fundraising event(s) in addition to their two annual book sales	