

2019 Strategic Plan Activities

STRATEGIC GOAL 1 Building Toward the Future

- Develop spaces that fit the diverse and ever-changing needs of our community
 - Complete a thorough study of library performance utilizing the Wisconsin Public Library Standards ~ **Completed**
 - Undertake community research to understand what people would support and what they would not ~ **Completed**

STRATEGIC GOAL 2 Center for Learning and Connecting

- Increase inclusivity and access to services and resources that the library provides
 - Add or improve bilingual and ADA-compliant signage ~ **In progress**
- Provide programming and collections that appeal across segments of the Whitewater community
 - Conduct a community survey about programming ~ **Completed**
 - Update the new materials carousels in the CAFÉ catalog ~ **Completed**
- Provide welcoming, safe, and comfortable spaces throughout the library, both in the physical library and virtual library spaces
 - Purchase new comfortable seating ~ **Completed**

STRATEGIC GOAL 3 Engaging and Effective Communication

- Increase awareness of all the library does and offers
 - Find out from the Department of Public Works about adding additional library signs at various intersections near the library ~ **Completed**
- Share community stories to highlight the needs and opportunities in Whitewater
 - Compile a list of resources in the community for various needs and promote it on the website and Facebook ~ **Completed**
- Develop library advocates to promote the value of the library
 - Create a marketing campaign that highlights community members on our webpage ~ **Incomplete**

STRATEGIC GOAL 4 Strengthening Partnerships

- Cultivate partners to support the library's mission
 - Create a database of partners with points of contact ~ **Incomplete**

- Create an environment to help other groups and organizations find ways to collaborate
 - Contact local organizations about projects they would like assistance with and publicize those projects to match them with organizations that would like to help
~ **Incomplete**
- Partner with schools and other organizations and groups to provide safe spaces and learning opportunities for school age children in the community
 - Explore possibilities for after-school support ~ **Completed**
- Explore ways to increase engagement and involvement in the city
 - Meet with city staff to explore ways to promote city services through the library.
~ **Ongoing**