

2020 Strategic Plan Activities

STRATEGIC GOAL 1 Building Toward the Future

- Develop spaces that fit the diverse and ever-changing needs of our community
 - Complete an updated Request for Qualifications for architects to be sent out ~ **Completed**
 - Engage specific constituencies to determine community needs ~ **Carry over to 2021**

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 ~ **Completed**
- Provide programming and collections that appeal across segments of the Whitewater community ~ **Providing storytime and other programs virtually**
- Provide welcoming, safe, and comfortable spaces throughout the library, both in the physical library and virtual library spaces
 - Install new lighting to replace vault lights ~ **Postpone until library project begins?**
 - Install new carpet ~ **Postpone until library project begins?**
 - Complete the Department of Public Instruction Inclusive Assessment with the assistance of Bridges Library System staff ~ **In process; carry over to 2021**

STRATEGIC GOAL 3 Engaging and Effective Communication

- Increase awareness of all the library does and offers ~ **Carry over to 2021**
- Share community stories to highlight the needs and opportunities in Whitewater
 - Purchase a Listening Station and plan with Makerspace and Programming Librarian a series of events to collect oral history ~ **Carry over to 2021**
- Develop library advocates to promote the value of the library
 - Create a marketing campaign that highlights community members on our webpage ~ **Carry over to 2021**

STRATEGIC GOAL 4 Strengthening Partnerships

- Cultivate partners to support the library's mission ~ **Carry over to 2021**
- 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
~ **Carry over to 2021**
- Partner with schools and other organizations and groups to provide safe spaces and learning opportunities for school age children in the community
- Explore possibility to get Americorps staffing for summer event assistance ~ **Carry over to 2021**
- Explore ways to increase engagement and involvement in the city
 - Meet with city staff to explore ways to promote city services through the library.
~ **Carry over to 2021**