

2021 Strategic Plan Activities

STRATEGIC GOAL 1 Building Toward the Future

- Develop spaces that fit the diverse and ever-changing needs of our community
 - Engage specific constituencies to determine community needs ~ **Has not reached this stage yet**
 - Identify inclusive elements that need to be included in the library building plan ~ **Has not reached this stage yet**
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STRATEGIC GOAL 2 Center for Learning and Connecting

- Increase inclusivity and access to services and resources that the library provides
 - Develop a training program for staff to enhance their understanding and provision of inclusive services and access ~ **We had a good discussion of *Stamped on Staff Work Day*.**
 - Work with staff to identify friction points with patrons and work on ways to eliminate or reduce them ~ **We ran out of time on the Staff Work Day. We can carry this over to 2022.**
 - Develop Spanish-language programming and marketing materials ~ **The most immediate need was for a Spanish translation of the CAFÉ brochure for new cardholders which has been done.**
- Provide programming and collections that appeal across segments of the Whitewater community
 - Feature books that appeal to a wide variety of sections of the community on the library's new BookTube channel ~ **Staff created a standard opening for BookTube videos**
- Provide welcoming, safe, and comfortable spaces throughout the library, both in the physical library and virtual library spaces
 - Update the library's website to make it more mobile- and user-friendly ~ **We completed work with our website hosting service to update the website.**

STRATEGIC GOAL 3 Engaging and Effective Communication

- Increase awareness of all the library does and offers
 - Add a disability accommodation statement and a Spanish translation on all marketing materials ~ **Done**
 - Create a series of recommended reading lists using LibraryAware marketing ~ **Done**
- Share community stories to highlight the needs and opportunities in Whitewater

- Collect immigrant stories from members of the community in conjunction with the Big Read in partnership with the Young Auditorium ~ **No one responded to our request to participate in this.**
- Develop library advocates to promote the value of the library
 - Utilize the Bridges postcard campaign to collect statements of support for the library's work during the pandemic for use at budget time ~ **This turned out to be unnecessary as our budget was not reduced.**

STRATEGIC GOAL 4 Strengthening Partnerships

- Cultivate partners to support the library's mission
 - Collaborate with the Community Engagement Center on programs for older teens/new adults. ~ **Done. Will continue to find opportunities in the coming year.**
 - Collaborate with Fort Healthcare on the mindfulness challenge. ~ **Done.**
 - Collaborate with the Parks and Recreation Department, the Community Foundation and the Chamber of Commerce on a community Story Walk. ~ **Done**
 - Create a plan to renew and revitalize the Friends of the Library. ~ **Carry over to 2022?**
- Create an environment to help other groups and organizations find ways to collaborate
 - Conduct public forums with local groups and organizations as part of the library expansion planning process. ~ **Has not reached this stage yet**
- Partner with schools and other organizations and groups to provide safe spaces and learning opportunities for school age children in the community.
 - Coordinate with the middle school to connect with students for a community conversation about their needs and wants from the library. ~ **Done.**
 - Coordinate with the high school and middle school to provide teen subscription boxes to library materials. ~ **Done.**
- Explore ways to increase engagement and involvement in the city
 - Partner with Parks & Recreation for Family Fun Nights in the summer. ~ **Done.**
 - Adding our pre-recorded programs to the local cable access channel. ~ **Done**
 - Partnering with the city to celebrate Arbor Day and World Migratory Bird Day as part of the City's Tree City/Bird City activities. ~ **Done.**