

2022 Strategic Plan Activities

STRATEGIC GOAL 1 Building Toward the Future

- Develop spaces that fit the diverse and ever-changing needs of our community
 - Engage the community in fundraising for the capital campaign.
 - Add a sign to the Family Restroom offering diapers and wipes to parents who have an emergency need.
 - Add a sign and a box to the Women's Restroom offering menstrual supplies to those with an emergency need.

STRATEGIC GOAL 2 Center for Learning and Connecting

- Increase inclusivity and access to services and resources that the library provides
 - Enroll staff in three planned workshops from Wisconsin Libraries Talk About Race.
 - Work with staff to identify friction points with patrons and work on ways to eliminate or reduce them on staff training day, tentatively scheduled for Friday, April 29.
- Provide programming and collections that appeal across segments of the Whitewater community
 - Switch BookTube to Bookstagram account and post twice a month.
 - Provide one youth-oriented and one adult-oriented NASA program for our ALA grant.
- Provide welcoming, safe, and comfortable spaces throughout the library, both in the physical library and virtual library spaces
 - Provide free KN95 masks to community members through the Boys' and Girls' Clubs of Walworth County 2022 initiative.
 - Move Spanish language materials to a more prominent area.
 - Have Summer Reading Program materials translated into Spanish for the schools.

STRATEGIC GOAL 3 Engaging and Effective Communication

- Increase awareness of all the library does and offers
 - Film five short video clips for National Library Week of staff doing the following: mending a book, sorting interlibrary loan through van delivery, helping a patron use digital resources on their device, restocking the Little Free Pantry, and emptying the book drop on a Monday morning or similar.
 - Work with UW-Whitewater capstone class to create a marketing campaign that highlights what the library provides the community and what it plans to provide with the library building project.

- Share community stories to highlight the needs and opportunities in Whitewater
 - 2022 lobby display cases will highlight different organizations and initiatives in the community and photos will be shared on the library's Facebook and Instagram accounts.
- Develop library advocates to promote the value of the library
 - Within the framework of the capital campaign, recruit community members to be library advocates.

STRATEGIC GOAL 4 Strengthening Partnerships

- Cultivate partners to support the library's mission
 - Create a plan to renew and revitalize the Friends of the Library
 - Collaborate with the Andersen Library archives on a presentation to highlight our collections to family history researchers.
 - Collaborate with the Reducing Recidivism Coalition through the Jefferson County Literacy Council to update their Re-Entry Guide for formerly incarcerated people.
- Create an environment to help other groups and organizations find ways to collaborate
 - Revise the library's meeting room policy to accommodate new uses of meeting spaces in the expanded and renovated library.
- Partner with schools and other organizations and groups to provide safe spaces and learning opportunities for school age children in the community.
 - Conduct a weekly story time at the Whitewater Community Space.
 - Conduct library card registrations at the Middle School parent-teacher conferences, 4K registration, and general school registration.
- Explore ways to increase engagement and involvement in the city
 - Host an introductory event for the new K-9 officers.
 - Work with the city clerk on the city archives access project.