

STRATEGIC PLAN

2022 - 2027

GOAL 1: BUILD AWARENESS OF THE LIBRARY AND INCREASE ITS VISIBILITY THROUGHOUT SOUTH MILWAUKEE.

STRATEGY 1: Develop targeted communications for different library audiences.

STRATEGY 2: Deepen connection with leaders and organizations serving South Milwaukee.

STRATEGY 3: Increase the use of data to drive decision-making and marketing strategies.

GOAL 3: ENHANCE THE SERVICES AND RESOURCES AVAILABLE THROUGH THE LIBRARY.

STRATEGY 1: Increase opportunities to educate library users on technology and provide access to relevant technology tools.

STRATEGY 2: Promote the library as a place for research by digitizing relevant materials and local historical documents. Make these easily accessible.

STRATEGY 3: More fully optimize staff skills/expertise to continue to enhance the patron experience.

GOAL 2: STRENGTHEN THE APPEAL AND FUNCTION OF THE LIBRARY'S PHYSICAL SPACE.

STRATEGY 1: Expand the availability of comfortable seating spaces.

STRATEGY 2: Increase space available for public technology use.

STRATEGY 3: Improve the library's areas for young children and teens.

GOAL 4: NURTURE EXISTING AND FACILITATE THE GROWTH OF NEW COMMUNITY PARTNERSHIPS.

STRATEGY 1: Strengthen relationships with local educational organizations, including schools, early childhood centers, and those serving post-secondary students.

STRATEGY 2: Build on partnerships with the Friends of the South Milwaukee Library, Bucyrus Foundation, South Milwaukee Historical Society, Friends of Grant Park, etc. to leverage new support and collaboration.

OUR MISSION

To enhance the quality of life in South Milwaukee in a welcoming and innovative environment that provides information and ideas for lifelong learning and literacy.



ACTION STEPS: GOAL 1

The following action steps are dependent upon available resources and organizational capacity.

GOAL 1: BUILD AWARENESS OF THE LIBRARY AND INCREASE ITS VISIBILITY THROUGHOUT SOUTH MILWAUKEE.

STRATEGY 1: Develop targeted communications for different library audiences.

- 2022 – 2023 – Create a quarterly newsletter, curate content to share events, facilitate donations, volunteer opportunities, and seek feedback from organizations and community.
- 2024 – Create a curated email list for specific events in partnership with local organizations. See if there is a desire for other communications like suggested reading lists for different ages.
- 2025 – 2027 – Conduct community outreach and re-poll to see how we are reaching people and have public and staff meetings to see how progress has been and where it needs to go, utilizing data.

STRATEGY 2: Deepen connection with leaders and organizations serving South Milwaukee.

- Found in Goal 1: Strategy 1.
- Found in Goal 3: Strategy 3.
- 2022 - 2027 – Present to the Common Council two to three times per year.
- 2022 - 2027 – Have library leadership attend a minimum number of Common Council, School Board, and other meetings in the community to develop communication and partnership.

STRATEGY 3: Increase the use of data to drive decision-making and marketing strategies.

- 2023 – Review and redevelop monthly statistics for programming, collection use, building use, and other areas to distribute to staff, Common Council, library board, and public.
- 2024 – 2025 – Staff reviews new statistics to see how we can make more informed decisions and utilize the statistics to reformat and make more impactful grant applications.
- 2026 – Review data collected and look for benchmarks and trends, add this data to annual reporting and in outreach communication to the public.
- 2027 – Reissue a community survey to see how things have changed during the Strategic Plan and help begin the next planning process.

ACTION STEPS: GOAL 2

The following action steps are dependent upon available resources and organizational capacity.

GOAL 2: STRENGTHEN THE APPEAL AND FUNCTION OF THE LIBRARY'S PHYSICAL SPACE.

STRATEGY 1: Expand the availability of comfortable seating spaces.

- 2023 – Add back current comfortable seating the library has.
- 2023 – Reopen the Children's Play area.
- 2024 - 2026 – Apply for grants to add more comfortable seating specifically for young children and teens, with any grant opportunities received involve families and teens in the choices and areas selected.
- 2027 – Add furniture to capital improvements.

STRATEGY 2: Increase space available for public technology use.

- 2023 – Update technology plan to ensure current technology is replaced and utilized in an organized manner. Ensure the budget is correctly set up to replace technology within the 5 to 7 year recommendation.
- 2023 – Create a computer lab area from the repurposing of the Director Office, if unable to fund computers for the entire space, open it as usable for public when they come in for their own technology/podcast studio, etc.
- 2023 – 2025 – Apply for grants or other funding opportunities to expand funding for digital resources, products, learning opportunities.
- 2026- 2027 – Have a full operational computer lab, technology classes, and comfortable places for work from library situations in the library.

STRATEGY 3: Improve the library's areas for young children and teens.

- 2024 – Grant strategy in Goal 2: Strategy 2.
- 2025 – Reach out to clubs to allow them use of library space, ask if they are able to provide feedback on library projects while using the space.
- 2026 – Utilize feedback from groups and see if enough available volunteers to create a Teen Advisory Board or Parent Advisory Board.
- 2027 – Develop a framework with Teen Advisory Board and Parent Advisory Board for activities, fundraising, and collection suggestions.

ACTION STEPS: GOAL 3

The following action steps are dependent upon available resources and organizational capacity.

GOAL 3: ENHANCE THE SERVICES AND RESOURCES AVAILABLE THROUGH THE LIBRARY.

STRATEGY 1: Increase opportunities to educate library users on technology and provide access to relevant technology tools.

- 2022 – Create brochures and handouts that simplify use of electronic printing and e-resources.
- See Goal 2: Strategy 2.

STRATEGY 2: Promote the library as a place for research by digitizing relevant materials and local historical documents. Make these easily accessible.

- 2022 – Support this project 10 hours per week with Stosick funding.
- 2023 – Create a publicly accessible collection in the new computer lab area.
- 2024 – Create or begin a partnership to create a curriculum that can be shared with the School District about local history and encourages exploration of the program.
- 2025 – Have a campaign every other year to see if there is more information to collect about the community. Work with city departments and School District to utilize the library as the archive and depository of their historical photos and other memorabilia.
- 2026 - 2027 – Deepen relationship with South Milwaukee Historical Society to see what events, classes, equipment the library can offer.

STRATEGY 3: More fully optimize staff skills/expertise to continue to enhance the patron experience.

- 2023 – 2027 – Have an annual meeting with staff to discuss ideas, skills, and engagement. The top three ideas that staff suggest and review by the Director/Board for utilization in the library.

ACTION STEPS: GOAL 4

The following action steps are dependent upon available resources and organizational capacity.

GOAL 4: NURTURE EXISTING AND FACILITATE THE GROWTH OF NEW COMMUNITY PARTNERSHIPS.

STRATEGY 1: Strengthen relationships with local educational organizations, including schools, early childhood centers, and those serving post-secondary students.

- 2022- 2023 – Identify a library staff, Board member, or active volunteer that has connections with major local groups. Ask that person to be a representative for the library and pass along information about programs and submit feedback.
- 2023 – with those representatives create an organized communication chain and distribution of those organizations' communication in the library and the library's communication in their organization.
- 2024 – Have biannual event where we invite these key stakeholders to provide feedback.
- 2025 – Prioritize projects based on the 2024 feedback.
- 2026 – Host annual community open house.
- 2027 – Projects and prioritization based on 2026 feedback.

STRATEGY 2: Build on partnerships with the Friends of the South Milwaukee Library, Bucyrus Foundation, South Milwaukee Historical Society, Friends of Grant Park, etc. to leverage new support and collaboration.

- See Goal 4: Strategy 1

OUTCOMES

GOAL 1: BUILD AWARENESS OF THE LIBRARY AND INCREASE ITS VISIBILITY THROUGHOUT SOUTH MILWAUKEE.

OUTCOME: South Milwaukee community members will increase their awareness and familiarity with the library's resources.

METRICS: Circulation, door counts, program attendance.

GOAL 2: STRENGTHEN THE APPEAL AND FUNCTION OF THE LIBRARY'S PHYSICAL SPACE.

OUTCOME: South Milwaukee community members and organizations will increase their use of the library's physical space.

METRICS: Door counts, program attendance.

GOAL 3: ENHANCE THE SERVICES AND RESOURCES AVAILABLE THROUGH THE LIBRARY.

OUTCOME: South Milwaukee community members will increase their utilization of the library's technology tools, local historical resources, and staff expertise.

METRICS: Patron use of in-library technology; circulation and program attendance of local history resources.

GOAL 4: NURTURE EXISTING AND FACILITATE THE GROWTH OF NEW COMMUNITY PARTNERSHIPS.

OUTCOME: The South Milwaukee Public Library and community organizations will leverage shared resources to increase opportunities for collaborative programming, marketing, and service to residents.

METRICS: Biannual stakeholder feedback.