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### **Values –**

Waupaca Area Public Library strives to be:

*Inclusive* - opening doors for increasing engagement

*Responsive* – collaborating with partners to meet community needs  
*Respectful* – a welcoming environment, open yet private

*Accessible* – by offering up-to-date technology and resources

### **Vision**

The Waupaca Area Public Library will be known as a community resource that promotes innovation, technology, collaboration and all forms of literacy.

### **Mission**

The Waupaca Area Public Library is committed to offering opportunities for innovation and engaged learning.

### **Tagline**

Imagine - Learn - Connect

## Goals and Activities Based on Strategic Plan

### **Administrative:**

Goal: Library Staff and Board will manage resources and make decisions based on the mission, vision, and values.

1. Library staff will evaluate existing programs based on mission, vision and values (by March 31, 2017)
2. Offer continuing education that will allow staff to stay true to mission, vision, and values – ongoing
3. Provide and maintain resources that help meet mission, vision, and values – ongoing

Goal: Hire, train, and maintain staff who can help meet mission, vision and values

1. Management Team will formalize, document, and share a schedule to train and evaluate new and existing staff (May 2017)
2. Management Team will explore a mentorship program to help new staff and provide leadership opportunities for existing staff (2017)

### Marketing:

Goal: Implement a marketing plan that utilizes all available tools.

1. Introduce a marketing plan to be approved by Library Board and all staff by April 2017
2. Utilize the Marketing Plan for library services and programs
3. Redesign logo with tagline utilizing OWLS staff expertise.

### Literacy

Goal: To provide individuals and families with the tools they need to be successful

#### Technology

1. Provide basic technology support and informal device training for patrons (ongoing)
2. Provide training for staff in technologies utilized by library patrons (ongoing)
3. Implement device reimbursement policy for staff members to encourage assistance to library patrons.
4. Use technology funds and grants to purchase devices to expand access -

#### Other Activities

1. Host an annual Community Read
2. Recruit library champions to create public service announcements.
3. Host author visits
4. Hold Community Conversations with teens to determine and address needs

### Services

Goal: Increase access for Library Patrons

1. Examine, change and/or add policies and procedures to create better access (ongoing)
  - A. Circulation Policy
  - B. Meeting Room Policy
  - C. Procedures
  - D. New Gaming Policies
  - E. New Makerspace Policy
2. Do an in-depth study of current hours and use by December 2017.

## Partners

Goal: Utilize community partners to provide services and programs

1. Staff will add to and share a list of Subject Matter Experts (SME) to be utilized by library staff. (ongoing)
2. Utilize community partners in program development
3. Connect with retail groups to work on special events. (ongoing)
4. Make and maintain connections with area schools. (ongoing)
5. Recruit, train and honor volunteers to assist with library programs and services. (ongoing)

## Facilities

Goal: Provide sufficient parking for staff and patrons

1. Participate in plan for additional parking around the square. (2017)

Goal: Update Library Spaces

1. Create plan for installation of AMH (automatic materials handling) (2017-2019)
2. Work with City Hall on plan to update library outdoor space. (2017-2020)
3. Plan for digital outdoor sign (2017-2020)
4. Plan for additional electrical outlets in all departments (2017)

Goal: Finance library projects

1. Update capital plan annually
2. Create a wish list for donations based on facility plans
3. Explore fundraising opportunities (2017)