

2018 Progress Towards Goals

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

- Added Civil Discussion Series (adult) based on community needs
- Added Basic Computer Class
- Evaluated film series (adult) based on intended outcomes
- Teen Dungeons & Dragons added due to high interest and promotes innovative thinking and problem solving through engaging gameplay.

(by March 31, 2018)

2. Offer continuing education that will allow staff to stay true to mission, vision, and values

- Library Director attended PLA Conference and preconference on outcomes
- An Information assistant attended Library Legislative Day in February.
- Assistant Library Director, Children's Librarian, and an Information Assistant attended WAPL annual conference in May.
- Adult Programming Librarian attended 2 marketing and 2 programming presentations
- Teen Librarian attended the YALSA Symposium in Salt Lake City, UT.

3. Provide and maintain resources that help meet mission, vision, and values – ongoing

- Weeded adult nonfiction, music and movies
- Gained a greater understanding of Read Squared to assist staff and patrons in utilizing this resource
- Weeded Teen Fiction, Movies, and Video games

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

- Hired 2 Teen Assistants and 2 Library Pages and completed training.
- Held monthly all staff meetings
- Held almost monthly Information Staff Meetings

1. Management Team will develop competency programs for each position.

- Goal moved to 2019

2. Management Team will provide leadership opportunities for existing staff

- Hired Adult Services Librarian in November 2018

3. Hire and train Teen Intern (February 2018)

- Hired Taylor Wilcox

4. Hire and train Teen Librarian (May 2018)

- Interviewed five candidates for Teen Librarian position in September
- Hired Taylor Wilcox

Marketing:

Goal: Marketing Committee will utilize all available tools to market library services.

1. Better utilize social media to market library services and programs (ongoing)
 - Set up schedule for staff to post on Facebook
 - Used photos and video to engage "Friends"
 - Used Instagram and Facebook to promote and share Inktober creations in the Teen Department
 - Used Facebook Live during the Teen Read Week final party

Literacy

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

1. Provide basic technology support and informal device training for patrons
 - Held Tablet Time weekly - 108 participants facilitated by all Information staff.
 - Started weekly basic computer classes 130 participant sessions
 - 2,105 Technology questions answered by Info Staff
 - Scheduled Appointments for E-reader, Self Publishing, computer setup, etc. training 11
2. Compile a list of technology competencies for staff at all levels
 - Moved goal to 2019
3. Provide training for staff in technologies utilized by library patrons
 - Assistant Director created troubleshooting videos for our staff available on our staff-only blog. This blog page will be updated as needed.
4. Host an annual Community Read
 - Set up author visit but author cancelled
 - Provided book displays for patrons to read the works of multiple visiting authors: Bob Kann, Eric Schlehlein, Patricia Williams, Matthew Janzen, Carla Ernst, Melanie McManus, Therese Guldán
5. Recruit library champions to create public service announcements
 - Will work on this goal for 2019
6. Create marketing materials for elections
 - Will work on this goal for 2019
7. Host author visits
 - 3- L&L, 3 special events, 1 Exhibit Room, Bob Kann, Eric Schlehlein, Patricia Williams, Matthew Janzen, Carla Ernst, Melanie McManus, Therese Guldán
8. Hold Community Conversations with teens to determine and address needs
 - Will work on this goal for 2019
9. Create business suite for patrons
 - Added a computer to another study room
10. Hold and promote Saturday programming for families in Children's Dept.
 - Initiated a Sensory Saturday for the 2nd Saturday of every month

Services

Goal: Increase access for Library Patrons

1. Examine, change and/or add policies and procedures to create better access (ongoing)
 - Changed Policy to allow delinquent patrons to use the Internet with a visitor's pass
 - Held Amnesty Period for two weeks in January
2. Maximize hours of service with minimal impact to Library Budget.
 - Added an hour of service on Saturday, opening at 9 am instead of 10 am
 - Scheduled staff to work less on weeks they worked Saturday
3. Increase safety for patrons
 - Changed the age restrictions in the Teen Room. It is now 6th Grade to 12th Grade, or 18 years of age for students who are enrolled in public schools.

Partners

Goal: Utilize community partners to provide services and programs

1. Utilize community partners in program development
 - Scheduled Basic Computer Class at the Waupaca Senior Center
 - Added the Waupaca Senior Center to receive Large Print books as part of the Direct Delivery Program
 - Worked with Waupaca Arts Group on promoting National Poetry Month- ongoing
 - Worked with UW Extension, Waupaca County on developing and presenting Civility Program which resulted in opportunity to support Dan Naylor's Round Table project
 - Worked with a new partner, Badger's Den Brewing Club on visiting author event
 - Turners Market donated pumpkins for Teen Halloween program
2. Connect with retail groups to work on special events.
 - Started "Business of the Month" program
3. Make and maintain connections with area schools.
 - Provided booktalks at the WMS level, and shared program promotional items with them and WHS.
 - Visited WHS Art Club to promote Inktober and create connections with teens
 - Visited WHS to advertise job opportunities in the Teen Room
 - Spoke with WMS Student Council to assess what changes Teens wanted in the Teen room
4. Create a list of volunteer opportunities and use it to recruit, train, and honor volunteers to assist with library programs and services.
 - List was created 10/2018
 - Volunteers added to Adult Programs Committee to assist planning and assisting with programs
 - Volunteers helped with Teen Lock-In and Escape Room
5. Host library open house and invite community leaders and library champions
 - Goal moved to 2019

Facilities

Goal: Provide sufficient parking for staff and patrons

- Participated in plan for additional parking around the square.

Goal: Update Library Spaces

1. Create indoor, accessible book drop for returned library materials (2019)
2. Carpet meeting rooms and children's offices (2019?)
3. LED lighting for library spaces
 - Children's department had updated lighting installed. Paid for by Library Foundation
4. Work with City Hall on plan to update library outdoor space. (2018-2020)
5. Plan for digital outdoor sign (2018-2020)
 - Added Yakker Tracker to the Teen Room
 - Moved chairs from back corner closer to the Teen Desk and Coloring Area in the Teen Room
 - Purchased new tables and chairs for adult space
 - Added Doorbell/Alarm system in Teen Room in case Teens cannot call the Children's/Adult service desks for help in dangerous situations.

Goal: Finance library projects

1. Update capital plan annually
2. Create a wish list for donations based on facility plans
 - Sent wish list out in November 2018
3. Explore fundraising opportunities