



107 South Main Street
Waupaca, WI 54981

Phone (715) 258-4414
Youth (715) 258-4417
www.waupacalibrary.org

**Waupaca Area Public Library
Planning Committee Meeting
Library Conference Room
Wednesday, January 17, 2018, 5:30 pm
(or immediately following the Library Board Meeting)**

1. Call meeting to order
2. Approval of the agenda
3. Open Meeting Law:

This meeting and all other meetings of the Waupaca Area Public Library Board are open to the public. Proper notice has been posted and given to the press, in accordance with Wisconsin State Statutes so that the citizens may be aware of the time, place and agenda of this meeting.

4. Review 2017 Progress Towards Goals
5. Discuss 2018 Working Plan
6. Adjournment

PLEASE ADVISE THE CITY CLERK'S OFFICE IF YOU REQUIRE SPECIAL ACCOMMODATIONS. THE CITY OF WAUPACA PROVIDES EQUAL OPPORTUNITIES FOR PUBLIC MEETINGS.

Please call the library by 12:00 pm on meeting date if you are unable to attend.

Progress Towards Goals 2017

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)
 - Added an online participation component to Summer Reading Program
 - Evaluated and discontinued Wednesday Homework Help Night and Rec n' Read
 - Evaluated Teen programs run by teen employees and decided to focus on offering teen events on early dismissal days and no school days with drop-in activities on Saturdays run by teen room staff.
2. Offer continuing education that will allow staff to stay true to mission, vision, and values – ongoing
 - Developed Children's Departmental Goals to review and revise annually
 - Teen Librarian and Children's attended an online courses on Coding to better understand the ideas behind WI DPI's coding initiative and develop tools to engage our patrons.
 - Teen Librarian attended Harwood Innovators Lab.
 - Library Director attended WLA Conference
 - Provided training for staff on meditation and relaxation; personality styles; 3D printing; RFID training; microfilm machine use and Libby/Overdrive
3. Provide and maintain resources that help meet mission, vision, and values – ongoing
 - Purchased and weeded materials to maintain a vibrant collection
 - Moved Family Collection to adult dept, graphic novels near chapter books and spanish/bilingual language collection to improve visibility
 - Based on teen patron interest in arduino and raspberry pi technology, the Teen Librarian added a magazine to the teen collection on this topic and weeded other less popular magazines.
 - Purchased materials based on patron recommendation or request
 - Weeded Adult Nonfiction materials

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)
 - Interviewed, hired and trained two assistants in Children's Dept. (April & August)
 - Interviewed, hired and trained several Teen Assistant/Library Page employees.
 - Management evaluated the Assistant Director job description, held interviews and hired for the vacant position.
2. Management Team will explore a mentorship program to help new staff and provide leadership opportunities for existing staff (2017)

- Program put on hold

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.
 - Marketing Committee submitted our old logo, new tagline, and a mock-up to OWLS for assistance in updating our logo to incorporate the tagline. Staff then chose the most visually appealing of the proofs.
 - Logo was placed on book drop, over Conference Room and incorporated into marketing materials
 - Banners with tagline created and hung in stairwell

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)
 - Adult Department held regular sessions of Tablet Time throughout the year.
 - Assisted patrons with questions about computers/devices at the Information Desk.
2. Provide training for staff in technologies utilized by library patrons (ongoing)
 - Children's Librarian took 6 week coding course sponsored by Library Journal (Feb)
 - Children's Programming Librarian took CPR Certification renewal class (March)
 - Children's Programming Librarian took Media Mentorship course (March)
 - Assistant Children's Librarian attended Math Summit (May)
 - Staff trained in serving special needs patrons on the autism spectrum (Nov); in partnership with School District
 - Teen Librarian took 6-week coding course through UW-Madison's SLIS CE program.
3. Implement device reimbursement policy for staff members to encourage assistance to library patrons.
 - Implemented Device Reimbursement Policy and had three library staff members take advantage of the project. Funds were reimbursed by Friends of the Waupaca Library
4. Use technology funds and grants to purchase devices to expand access -
 - Magnatiles and Dash Robots (January)
 - Teen Department purchased Let's Start Coding kits to help teens further develop coding skills and learn beyond Blockly coding.
 - Teen Department purchased Kindle Fire tablets and a Nintendo Switch for in-room use.

Other Literacies

1. Host an annual Community Read
 - IditaRead 2017 (March)
 - Summer Library Program (June-Aug) included STEAM and writing literacies
 - Community Read cancelled/postponed due to author's family emergency.
2. Recruit library champions to create public service announcements.

- Had library champion stories printed for polling places
3. Host author visits
 - Hosted Michael Duffy, Vietnam Veteran
 - Hosted Elizabeth Berg, contemporary fiction author
 - Hosted Eileen Pfost, book about Cranes
 4. Hold Community Conversations with teens to determine and address needs
 - Installed and established 2 floor whiteboards for engaging community conversations.(Children and Adult Depts.)
 - Community Conversation with teens was postponed due to staffing concerns.

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
 - Internet use policy was examined and changed to allow patrons with fines over \$5.00 access to internet.
 - ReadSquared, cloud-based reading program utilized by 30% of SLP participants
 - Established more Saturday programming (Saturday Story Time, Builder's Club, partnering with Exhibit Room activities)
 - Installed self-check-out stations (September)
 - Meeting Room Policy was changed to include use by businesses and for private parties.
 - Amnesty week was held in January 2017
 - Food For Fines was held for a total of four weeks.
2. Do an in-depth study of current hours and use by December 2017.
 - Assistant Director examined circulation and visits to determine use and findings were presented to Library Board. No action to increase/decrease hours

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)
 - No progress
2. Utilize community partners in program development
 - Worked with school & Foundry to promote coding activities at library; 3-part series on coding in newspaper (January)
 - Partnered and participated in Mission of Hope (April)
 - Worked with Historical Society to host an event at the train depot (June)
 - Held major event around solar eclipse (Aug) using a volunteer community member as presenter.

- Realized financial support from area organizations and business to support SLP
 - Master Gardeners Children's Garden (July)
 - City Block Party in Rotary Park (July)
 - Connected with Chess Club, NAMI (National Association for Mental Illness) and yarn enthusiasts to provide space for their groups
 - Started a Rotary Book Club that meets semi-monthly at the Library
3. Connect with retail groups to work on special events. (ongoing)
- Where's Waldo promotion (July)
4. Make and maintain connections with area schools. (ongoing)
- Comet Cash Reading (Jan-May & Nov-Dec)
 - Book talks to 4th & 5th graders (Jan-May & Dec.)
 - Book talks to 6th - 8th graders (Jan-May)
 - Participated in WLC Family Night (reading and maker space activities)
 - Participated in Chain O'Lakes Elementary School No Screen Week, Environmental Day and end-of-year Picnic
 - Attended PTG meetings at WLC and Chain O'Lakes Elementary
 - Hosted 4K Family Nights at library
 - High School Students helped during Community Service Day (April)
 - Staff attended new Charter School planning meetings
 - Participated/hosted two Community Child Find programs to identify very young children with needs to be addressed before starting school
 - Shared recommended reading list for reluctant readers in 9th grade (Nov).
5. Recruit, train and honor volunteers to assist with library programs and services. (ongoing)
- Student volunteers assisted with SLP (Jun-Jul)
 - Utilized volunteers to assist with phone calls and shelving
 - Honored volunteers with a supper provided by library staff
 - Sent thank you notes to all library volunteers

Facilities

Goal: Provide sufficient parking for staff and patrons

1. Participate in plan for additional parking around the square. (2017)
 - Director attending planning meetings for City Square Parking Lot

Goal: Update Library Spaces

1. Create plan for installation of AMH (automatic materials handling) (2017-2019)

No progress

2. Work with City Hall on plan to update library outdoor space. (2017-2020)

- Library Director and youth Librarian attended first landscape planning meeting with City consultants

3. Plan for digital outdoor sign (2017-2020)

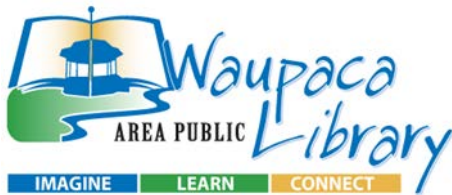
Other

- New furniture project completed, recovered upholstered chairs
- Bar height table added adult department
- Identified the need for more ADA friendly table/chairs in Children's Dept.

- Teen Room added new shelving for audiobooks and slatwall for magazines.

Goal: Finance library projects

1. Update capital plan annually
 - Plan updated October 2017
2. Create a wish list for donations based on facility plans
 - Wish list created and sent out to community partners
3. Explore fundraising opportunities (2017)
 - Changed meeting room policy to include private parties and business meetings



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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

2018 Working Plan

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
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 develop competency programs for each position.

2. Management Team will provide leadership opportunities for existing staff
3. Hire and train Teen Intern (February 2018)
4. Hire and train Teen Librarian (May 2018)

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)

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
2. Compile a list of technology competencies for staff at all levels
3. Provide training for staff in technologies utilized by library patrons
4. Host an annual Community Read
5. Recruit library champions to create public service announcements
6. Create marketing materials for elections
7. Host author visits
8. Hold Community Conversations with teens to determine and address needs
9. Create business suite for patrons

Services

Goal: Increase access for Library Patrons

1. Examine, change and/or add policies and procedures to create better access (ongoing)
2. Maximize hours of service with minimal impact to Library Budget.

Partners

Goal: Utilize community partners to provide services and programs

1. Utilize community partners in program development
2. Connect with retail groups to work on special events.
3. Make and maintain connections with area schools.
4. Create a list of volunteer opportunities and use it to recruit, train, and honor volunteers to assist with library programs and services.
5. Host library open house and invite community leaders and library champions (Fall 2018)

Facilities

Goal: Provide sufficient parking for staff and patrons

1. Participate in plan for additional parking around the square.

Goal: Update Library Spaces

2. Create indoor, accessible book drop for returned library materials
3. Carpet meeting rooms and children's offices
4. LED lighting for library spaces
5. Work with City Hall on plan to update library outdoor space. (2018-2020)
6. Plan for digital outdoor sign (2018-2020)

Goal: Finance library projects

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