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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 all new and existing programs (By March 31) based on mission, vision and values – Move this deadline back to June 31 4- (by March 31, 2017)~~

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

~~4-3. 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. Director will conduct a salary survey based on other City of Waupaca~~

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staff. (by January 30, 2016)

~~2. Director will conduct a salary survey based on area libraries. (by January 30, 2016)~~

~~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: ~~Develop~~ Implement a marketing plan that utilizes all available tools.

~~2. Form a marketing committee by October 1, 2015~~

~~3. Library staff will develop a "tagline" based on mission, vision and values that can be used as a branding and marketing tool by March 1, 2016.~~

~~4.1. Draft Introduce a marketing plan to be approved by Library Board and introduced to all staff by December 1, 2015 April 2017~~

~~5.2. Utilize the Marketing Plan for library services and programs~~

~~3. Redesign website, logo with tagline utilizing with help from OWLS staff expertise.~~

6. 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. Offer informal training for patrons with handheld devices (ongoing)~~

~~3.2. Provide training for staff in technologies utilized by library patrons (ongoing)~~

~~4.3. Develop Implement device reimbursement program policy for staff members to share cost of technology and encourage use in assisting assistance to library patrons.~~

~~5.4. Use technology funds and grants to purchase devices to expand access -~~

~~a. Chromebook program for patrons to use in Library~~

~~— Tablets for service desk for demo purposes and use in the stacks~~

Other Activities

~~6.5. Host an annual Community Read~~

~~7. Install "Babies need Words" posters in every diaper changing station in the community~~

~~8.6. Recruit community leaders- library champions to record create public service announcements.~~

~~8. about literacy Identify large employers to include early literacy information in company newsletters~~

~~2.7. Host author visits~~

~~8. Plan workshops, job fair, and individual help for those seeking employe Hold Community Conversations with teens to determine and address needs~~

3. Services

Goal: Increase access for Library Patrons

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Activities:

- 2. Examine, ~~and change~~ and/or add existing policies and procedures to create better access (ongoing)
 - A. Circulation Policy
 - B. Meeting Room Policy
 - C. Procedures
 - D. New Gaming Policies
 - ~~C-E.~~ New Makerspace Policy

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2. Do an in-depth study of current hours and use by ~~September 2016~~ December 2017.

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Partners

Goal: Utilize community partners to provide services and programs

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Activities:

- 2-1. Staff will ~~develop~~ add to and share a list of Subject Matter Experts (SME) to be utilized by library staff. (~~Starting in August 2015~~) ongoing)
- 2. ~~Staff will brainstorm on how to expand collaboration to meet the Library's mission and community needs and develop a list of community partners (staff training day January, 2016)~~
 - 2. Utilize community partners in program development
 - 3. ~~Encourage staff to participate outside of library in community nonprofits, associations etc. as volunteers, board members, etc.~~
 - 4-3. Connect with retail groups to work on special events. (ongoing)
 - 5-4. Make and maintain connections with area schools. (ongoing)
 - 5. ~~Work with Waupaca schools to train staff in PBIS (Positive Behavior Intervention System) and incorporate the "Waupaca Way" into existing procedures and policies. (January, 2016)~~
 - 3-5. Recruit, train and honor volunteers to assist with library programs and services. (ongoing)

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Facilities

Goal: Provide sufficient parking for staff and patrons

- 1. Participate in ~~a parking study with the City of Waupaca (2015-2016)~~ plan for additional parking around the square. (2017)
- 1. ~~Work with City to create incentives for people who park in City lots other than the City Hall/Library lot by June 2016.~~

Goal: Update Library Spaces

- 1. ~~Work with building superintendent to plan and facilitate carpet installation.~~
- 2. ~~Work with building superintendent to paint walls and interior window trim.~~
- 3. ~~Create plan for new main desk model.~~
- 4-1. Create plan for installation of AMH (automatic materials handling) (2017-2019)
- 5-2. Work with City Hall on plan to update library outdoor space. (2017-2020)
- 6-3. Plan for digital outdoor sign (2017-2020)

Goal: Finance library projects

1. Update capital plan annually
2. Create a wish list for donations based on facility plans
3. ~~Plan fundraising events with a committee of Library Friends, Foundation and volunteers~~[Explore fundraising opportunities \(2017\)](#)