

107 South Main Street
Waupaca, WI 54981

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

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

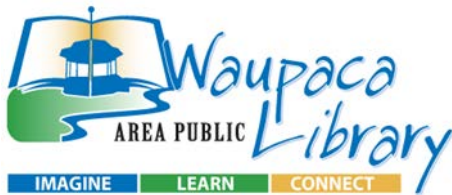
Administrative:

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.



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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

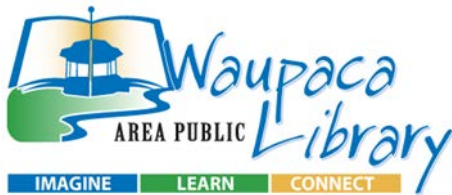
Goal: Increase access for Library Patrons

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)



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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