



WAUPACA AREA PUBLIC LIBRARY
LIBRARY BOARD OF TRUSTEES
LONG RANGE PLANNING COMMITTEE MEETING AGENDA
WEDNESDAY, JANUARY 28, 2026, 4:00 PM
CITY OF WAUPACA COUNCIL CHAMBERS

Mission Statement: "...committed to offering opportunities for connections innovation, and engaged learning."

1. ROLL CALL :

COMMITTEE MEMBERS: Devon Feldt, Sarah Hanneman, John Miller, Cory Nagel, Holly Olsen, Melanie Peterson, Alton Ross and John Turner.

2. APPROVAL OF AGENDA

OPEN MEETING LAW STATEMENT: 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 media, in accordance with Wisconsin State Statutes so that the citizens may be aware of the time, place, and agenda of this meeting.

3. Review of Outcomes from 2020 Long Range Plan

4. Adjournment

PLEASE CALL ERIC BAILEY (715-258-4414) BY 1:00 PM ON MEETING DATE IF YOU ARE UNABLE TO ATTEND.

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

Long Range Plan Review
January 28, 2026

The intent of this document is to provide a short overview of outcomes for the 2020-2024 Long Range Plan.

1. **Goal:** *Create better ACCESS to Library Services for the community*
 - a. **Objective:** Update facilities to make the library building more accessible by adopting Wisconsin Library Standards, Inclusive Services Initiative and Federal ADA Requirements.
 - i. Four of five activities are incomplete, with only the upcoming installation of signage around the City underway.
 - ii. A big focus of this goal was the Library/City Hall parking lot. This required attention from the City, and the interest is not there.
 - b. **Objective:** Increase hours of operation to better meet the needs of community members
 - i. A single activity attached here, which we did complete.
 - c. **Objective:** Remove Barriers by changing policies and procedures
 - i. All four activities here completed, including Fine Free and review of policies that challenge access.
2. **Goal:** Increase awareness of Library Services through MARKETING
 - a. **Objective:** Use Social Media to inform and gain feedback
 - i. Three of four complete and the fourth partially complete. The Marketing Team is putting in a lot of work right now to double down on sharing Library stories through social media.
 - b. **Objective:** Utilize traditional media sources to inform the public about services and programs
 - i. Two complete, one partly complete and one incomplete. We make use of legacy media and for a time had been sending out welcome letters. We have not been sending out information to local realtors.
 - c. **Objective:** Encourage staff and library champions to use “Word-of-Mouth” marketing to create excitement and awareness of library offerings
 - i. We work hard to keep staff informed, but haven’t done any ‘elevator speech’ programs.
3. **Goal:** Develop programs and services that **utilize community resources** to increase offerings and provide opportunities for **engagement** of all community members
 - a. **Objective:** Provide **outreach services** to organizations off-site
 - i. Three of four activities completed, and one partly completed. Partnership and expansion of programming outside the building have been a big success.
 - b. **Objective:** Increase **social connectedness** by intentionally adapting existing or adding new programs/services that bring community members together
 - i. Two completed, two incomplete and two underway. I’m not sure what was sought for parent networking, and I’m not aware of trauma informed care having taken place.
 - c. **Objective:** Continue to work with area educators to **provide school connectedness**

- i. Two of three complete, improved tech education at the Library. The schools are our most important YS partnership. Gauging changes in programming levels was made a huge challenge by the pandemic.
- d. **Objective:** Encourage life-long learning by utilizing community spaces and resources to provide programming that helps meet 21rst Century needs
 - i. The activities here are incomplete, primarily focused on the Emerging Adult Space that was derailed by the pandemic.

4. **Goal:** Create a library environment and accompanying programs that are welcoming to all

- a. **Objective:** Increase staff awareness of Inclusive Services as outlined by the Department of Public Instruction
 - i. The training and committee work were completed in 2020, and inclusiveness has been a regular focus since. All three activities complete.
- b. **Objective:** Change the Library Environment to create a culture of belonging for everyone
 - i. One partial and one incomplete, collections have been improved but I'm not aware of any staff trauma informed care training.

SUMMARY: A total of 38 activities were set attached to objectives, with 27 listed as completed. Of the others 5 are partly complete or underway, and 6 are incomplete. Given the pandemic's intervention the mostly positive outcomes here speak very highly of library staff and their commitment to the community.

Respectfully submitted,

Eric Scott Bailey
Library Director
Waupaca Area Public Library

Goal: Create better ACCESS to Library Services for the community

Objective: Update facilities to make the library building more accessible by adopting Wisconsin Library Standards, Inclusive Services Initiative and Federal ADA Requirements (ERIC)

Activities:

- 1. Work with other City Departments to make the parking lot safer and easier to use (Peg, Justin Berrens, Aaron Jenson, Russ Montgomery – Q1)**

INCOMPLETE

ERIC BAILEY: The parking lot continues to be a source of concern shared by patrons. This has been shared with Public Works and the City. Not possible without their support.

- 2. Work with other City Departments to relocate the book drop for ease of use (Peg, Justin Berrens, Aaron Jenson, Russ Montgomery – Q1)**

INCOMPLETE

ERIC BAILEY: The book drop continues to be in the same location as in 2020, in a spot that is prohibitive to dropping materials off without leaving the vehicle. Through much discussion, there are few alternatives that would work and funding and City support would be challenging.

- 3. Work with other City Departments to adapt existing book drop to meet ADA requirements (Peg, Russ Montgomery, Roger Hansen – Q2)**

INCOMPLETE

ERIC BAILEY: This refers to the drop on the side of the building. The exterior drop is still quite high. This could be addressed in future.

- 4. Work with other City Departments to make bathroom doors accessible to those with limited mobility (Peg, Russ Montgomery – Q1)**

INCOMPLETE

ERIC BAILEY: No handicap button has been added to any bathroom doors.

**5. Investigate additional directional signage for the Library
(Wayfinding and Branding with the Chamber of Commerce, Aaron
Jenson, Peg – Q3)**

UNDERWAY

ERIC BAILEY: Additional wayfinding signage that includes the Library should be in place around the City in the next 1-2 years. Discussion on additional signage at the Library's location is ongoing; a breakthrough discussion on location/format for a sign has not happened yet.

Assessment:

**A. Survey library patrons after changes have been implemented
(Management Team Q4)**

UNDERWAY

ERIC BAILEY: Changes were never implemented, no survey was done.

B. Compare library visits and circulation to other years (Peg - quarterly)

UNDERWAY

ERIC BAILEY: With the pandemic happening, this was no longer a useful measure. The information is regularly tracked and compared.

**C. Compare book drop use before and after changes (Jan Popple
February as a baseline, After changes)**

INCOMPLETE

ERIC BAILEY: With the pandemic, usage patterns for book drops were wildly different.

D. Additional signs have been added to city streets (Q4)

SUMMARY: With the pandemic in swing shortly after the approval of the plan, facilities improvements took a lower priority. We have only in the last year begun focusing on many of these items again.

Objective: Increase hours of operation to better meet the needs of community members (Jan P)

Activities:

6. Work with staff and Library Board to increase hours on Fridays until 6pm.

COMPLETE

ERIC BAILEY: Friday hours are now 9am to 6pm. Extra hour added on Saturdays as well.

Assessment:

A. Measure visits during added hours (Patsy – Q1 &Q2)

COMPLETE

ERIC BAILEY: Numbers have been run checking on visits during the added hours.

B. Survey patrons on response to added hours (Nancy white board, Patsy tablet survey Q2)

INCOMPLETE

ERIC BAILEY: So far as I am aware, no follow up survey was conducted.

SUMMARY: The added hours have been a welcome addition.

Objective: Remove Barriers by changing policies and procedures

that restrict use of library services. (Jan P)

7. Implement fine free policy (no overdue fees) for Teen and Children's Materials (Q1)

COMPLETE

ERIC BAILEY: The Library went fine free for all materials in March 2022.

8. Explore the idea of "Clean Slate" for all outstanding overdue fees (Q2)

COMPLETE

ERIC BAILEY: The idea has been explored and many previous, though not all, fines have been waived.

9. Implement procedures and policy that increase ease of use of study and meeting spaces (Patsy, Info Staff Q1)

COMPLETE/UNDERWAY

ERIC BAILEY: Actions have been taken to improve accessibility, such as a review and update of restrictions on use. A comparison of policies on meeting space across departments still needs to be done and sign up could be simplified.

10. Designate areas for quiet reading and study – restrict cell phone use in these areas (Patsy March)

COMPLETE

ERIC BAILEY: Cell phone use was restricted in the Library for a time, but created more problems than it resolved.

Assessment:

A. Repeat 2019 Survey (Q3)

UNDERWAY

ERIC BAILEY: No follow up survey has been done, but the survey accompanying the 2026 plan should meet this requirement.

B. Compile patron responses to changes (Q2)

INCOMPLETE

ERIC BAILEY: We haven't collected patron responses to changes, but will have the chance to do so in 2026.

C. Compare number of patrons with blocked accounts (Peg Q1 & Q4)

COMPLETE

ERIC BAILEY: This was done as part of the shift to fine free.

D. Compare circulation of physical items, daily visits(Peg - monthly)

COMPLETE

ERIC BAILEY: This is a regular responsibility of the Director. Unfortunately the pandemic has been such a momentous change that the impact of most other updates are difficult to spot by comparison.

E. Count the number of new, active patrons (Jan Popple – monthly)

COMPLETE

ERIC BAILEY: This is done annually. Again, the impacts of the pandemic make patterns related to other changes hard to spot.

SUMMARY: Most tasks in this objective have been completed, and regular data collection has provided a good picture of the (mostly positive) impacts.

Goal: *Increase awareness of Library Services through MARKETING*

Objective: Use Social Media to inform and gain feedback (Taylor)

COMPLETE

TAYLOR WILCOX: Overall, we have been using Social Media MORE, but not necessarily seeing a huge impact from it. Part of this could be that we are focusing more on promotion graphics as opposed to library stories. Mary Perket has wanted to implement a more story/experience driven Social Media experience as opposed to Graphic-based since WLA. (I.e. posting photos during/after events and encouraging our social media crowd to go to our website for further details on upcoming programs. This gives our page more LIFE and makes it feel less sterile). Other options could be using Tiktok or Instagram Reels to create relatable videos that, again, humanize our library with our patrons. We could promote services at the same time as this.

1. Continue to use Facebook with weekly stories to promote services and offerings (Marketing Committee - ongoing)

COMPLETE

TAYLOR WILCOX: We are continuing to use FB to promote services. Marketing Team meets monthly to discuss planning.

2. Investigate new technologies to reach a broader audience (IT Support Taylor – ongoing)

COMPLETE

TAYLOR WILCOX: Not many new technologies have been available that we aren't already using or are unable to use (i.e. Tiktok).

3. Use Instagram, Twitter, Pinterest, Snapchat to promote programs and services (ongoing)

PARTIALLY COMPLETE

TAYLOR WILCOX: We have been using Instagram, but not Twitter, Pinterest, Tiktok, and Snapchat.

SUMMARY: We have been making good use of social media. Some platforms have not proven suitable, and we have limited time to spend on engagement.

Objective: Utilize traditional media sources to inform the public about services and programs (Simon)

4. Regularly use the local radio stations (City and WDUX) to “get the word out” - create PSAs to be recorded by staff members

COMPLETE

ERIC BAILEY: We are on the City radio at least monthly, and will be on WDUX with interviews and radio spots starting in 2026.

5. Send welcome letter and offer tours to new library patrons (Q1)

COMPLETE

ERIC BAILEY: Was done briefly but was not continued due to time and cost.

6. Promote all library events on the Chamber Community Calendar - add Calendar “button” to the Library website. (ongoing)

PARTIALLY COMPLETE

SIMON BAUMGART: We have had a few gaps, but overall we have done well with this goal. There isn't currently a button on the website.

7. Give Library information to local realtors to pass on to new residents.

INCOMPLETE

SIMON BAUMGART: This was not followed up on.

SUMMARY: Overall, we did really well in meeting the goals in this objective. We have a very solid social media presence that is kept current and useful.

Objective: Encourage staff and library champions to use “Word-of-Mouth” marketing to create excitement and awareness of library offerings

8. Keep the “What’s the Buzz” current in staff areas. (ongoing)

COMPLETE

JAN POPPLE: These have been kept up to date.

9. Have each staff member work on their elevator speech based on their “why” (Q3)

INCOMPLETE

ERIC BAILEY: This hasn’t been an item formally worked on, though discussions of communication and what the library has to offer are always ongoing.

SUMMARY: This is not something that we have formally emphasized, but we continue to make regular efforts to ensure that staff and library champions are kept informed on happenings, events, and services at the Library with the intent of keeping the community informed.

Assessment

A. Survey patrons

UNDERWAY

ERIC BAILEY: We have not done this, but will have the chance as part of the new plan in 2026.

B. Track number of new library card holders and use of library services (Patsy, Information Staff)

COMPLETE

ERIC BAILEY: Numbers for usage and patrons are tracked and compared monthly.

C. Track social media responses (Marketing Committee)

COMPLETE

ERIC BAILEY: Numbers have been tracked but not analyzed. Analysis will take place in 2025-2026 adjacent to long range planning.

SUMMARY: We do a lot to ensure that accurate information is disseminated by staff and patrons throughout the community.

Goal: *Develop programs and services that utilize community resources to increase offerings and provide opportunities for engagement of all community members*

Objective: *Provide outreach services to organizations off-site*

1. Investigate intergenerational programs in partnership with:

- a. The Waupaca Senior Center
- b. area nursing homes
- c. daycare centers
- d. businesses
- e. Waupaca Historical Society
- f. Arts Network
- g. Rotary

COMPLETE / IN PROGRESS

SIMON BAUMGART: We have found great success with intergenerational programs with businesses both in regular programming and promotions. Childcare options have been a changing landscape and so have been lacking beyond Sunny Day programming.

2. Investigate ways to provide services to patrons with transportation issues

COMPLETE

JAN POPPLE: Walking Books Ongoing

3. Provide infant and toddler services at daycare sites (ongoing)

PARTIALLY COMPLETE

SIMON BAUMGART: Only sunny day so far, other sites a work in progress.

4. Work with other organizations on special events (ongoing)

COMPLETE

SIMON BAUMGART: Many events with good success including Ren Faire, Halloween on Main, Winter RecFest. Always looking for new collaboration points.

SUMMARY: We have done quite well in meeting the goals of this objective. We have a strong relationship with community partners in collaborative programs for all ages and meeting the needs of patrons with transportation issues.

Objective: Increase social connectedness by intentionally adapting existing or adding new programs/services that bring community members together

5. Work with Thedacare CHAT to promote connectedness in our community (Patsy, Peg Q1 – Q4)

COMPLETE

ERIC BAILEY: Patsy and then Simon have been our representatives working with CHAT.

6. Host Community Read with books promoting connectedness (Q4 2019, Q4 2020)

COMPLETE

ERIC BAILEY: We did not host a Community Read in 2025, but had done so prior to that. *Refugee* by Alan Gratz in 2022, *Braiding Sweetgrass* by Robin Wall Kimmerer in 2023 and *Where the Deer and Antelope Play* by Nick Offerman in 2024.

7. Work with Waupaca County Department of Health and Human Services to provide training on Trauma Informed Care (Peg, Patsy Q1- Q4)

INCOMPLETE

ERIC BAILEY: Director Peg Burlington had done work on this but to my knowledge it wasn't implemented as formal training.

8. Provide programs and space for parents to network (Sue Q1 – Q4)

INCOMPLETE

ERIC BAILEY: I'm not entirely certain what sort of program was envisioned. We have lots of programs with parents, but none of them have networking as their stated intent.

9. Create Library spaces designed for discussion and engagement (ongoing)

ONGOING

ERIC BAILEY: Furnishings have been reoriented on both floors, and an outdoor seating area was created thanks to a grant from T-Mobile. Additional meeting rooms are being added and furnishings are being updated.

10. Provide opportunities that bring people together to talk about community issues

- a. Book clubs (Q1 – Q4)
- b. Discussion series (Q1 – Q4)
- c. Documentary film series (Peg Q3)

PARTIALLY COMPLETE

ERIC BAILEY: We regularly hold book clubs. I'm not aware of discussion series or documentary film series having been held.

Objective: Continue to work with area educators to provide school connectedness

11. Add links to library services in teacher/school newsletters (Sue Q3)

COMPLETE

ERIC BAILEY: Links were added.

12. Reinforce technology education at the Library (Sue, Taylor, IT Support Staff ongoing)

COMPLETE

ERIC BAILEY: I'm uncertain whether this was aimed at staff or patrons. We regularly hold training on technology for staff, such as on resources like the CREATE computer and VR. This allows staff to better help patrons.

13. Investigate increased programs for elementary age students (Sue Q2)

INCOMPLETE

ERIC BAILEY: The pandemic interrupted this in a major way.

Objective: Encourage life-long learning by utilizing community spaces and resources to provide programming that helps meet 21st Century needs

14. Involve teens who are aging out of the Teen Room to assist with programs and services for others in their age group (Peg & Taylor Q1)

INCOMPLETE

ERIC BAILEY: The pandemic caused this to be tabled and we haven't circled back yet.

15. Target emerging adults to make library use a habit (Peg, Laura, Taylor 2020)

INCOMPLETE

ERIC BAILEY: The pandemic caused this to be tabled and we haven't circled back yet.

Assessment

A. Utilize outcome surveys to measure engagement

UNDERWAY

ERIC BAILEY: Follow up surveys on engagement are now underway.

B. Measure attendance at new programs aimed at engagement

COMPLETE

ERIC BAILEY: We always track attendance for all our programs, including those aimed at engagement.

C. Gather stories of engagement

COMPLETE

ERIC BAILEY: Laura Jandacek undertook this as a project in 2024, working with staff and patrons to gather stories from the public.

Goal: *Create a library environment and accompanying programs that are welcoming to all*

Objective: Increase staff awareness of **Inclusive Services** as outlined by the Department of Public Instruction

1. Hold Inclusive Services training for all staff (Completed - September 2019)

COMPLETE

ERIC BAILEY: Inclusive services training was provided in September 2019, and follow up training at in-services has occurred. Such as information on working with patrons with dementia at our 2025 in-service.

2. Create a team to identify gaps and generate ideas for future implementation of Inclusive Services (Team formed December 2019)

COMPLETE

ERIC BAILEY: A team was formed in December 2019.

3. Hold team meetings to create plans for implementation (2019Q4 – 2020 Q2)

COMPLETE

ERIC BAILEY: Meetings were held during 2019 through 2020, but unfortunately this took a back seat to the pandemic. A number of valuable insights and ideas still resulted.

SUMMARY: Information is regularly shared regarding inclusivity, it is a primary goal of the Library.

Objective: Change the Library Environment to create a culture of belonging for everyone

1. Collect materials that demonstrate diversity (ongoing)

UNDERWAY

ERIC BAILEY: Our collection is pretty diverse, but assessment and progress are unending.

2. Expose staff to TIC (Trauma Informed Care) initiatives (Q2 – Q3)

INCOMPLETE

ERIC BAILEY: Planned but disrupted by the pandemic.

Assessment:

- A. All staff trained in inclusive services
- B. Committee formed to create inclusive services initiatives and record intended outcomes
- C. Assess initiatives for intended outcomes

SUMMARY

ERIC BAILEY: Like many other items on this list, progress was incomplete due to the disruption of the pandemic. However, meaningful training has definitely occurred.