



PLATTEVILLE PUBLIC LIBRARY

Strategic Plan 2018-2022



OUR MISSION

To empower and connect our diverse community by providing equal access to resources that educate, enrich, and entertain.

BACKGROUND

- The development of this strategic plan was scheduled over two time periods, one before and one after the library was built.
- Staff developed a mission statement, organizational values, and service standards in 2016.
- For the second stage, a strategic planning committee consisting of library staff and library board members formed in September 2017.
- The charge of the committee was to create a five- year plan to identify the goals of the library after careful consideration of the community's needs and aspirations.

SOURCES OF INFORMATION

- Annual report data submitted to the Department of Public Instruction (DPI) for the years 2009-2015.
- Demographics from the 2000 and 2010 Census and the 2015 American Community Survey.
- Issues and Needs Questionnaire, completed by members of the Planning Committee.
- 320 responses to a survey conducted between 9/25/2017 and 10/23/2017.
- Three Community Conversations held on 10/30/17 with 11 attendees, 11/1/17 with 13 attendees, and 11/7/17 with 11 attendees. These conversations were attended by business and civic leaders, educators, officeholders, citizens, and library patrons.

USAGE AND PERCEPTIONS

- Data gathered during the planning process shows that the community is very satisfied with the Platteville Public Library.
- Patrons highly value our customer service, literacy-based mission, and reliable technology resources.

	2016	2017
Event attendance	5,484	8,930
Circulation of physical materials	148,327	149,966
New patrons using Overdrive (digital materials)	150	338
New library cards issued	661	1173
Number of library visitors	80,054	119,023

NEW OPPORTUNITIES

The community conversations identified the following opportunities for the library to continue or to add more value to the community:

- Creating multi-generational connections, such as adults reading to kids or teens/college kids providing tech assistance to older adults.
- Helping community members overcome barriers to accessing high-speed internet, especially to those on the lower end of income spectrum.
- Connecting with partners to help job seekers learn basic skills and providing entrepreneurship resources for those seeking to start a new business or grow their current business.
- Helping young families by providing free family-friendly social activities and events in the community.

STRATEGIC GOAL 1

Build and enhance targeted partnerships and collaborations to expand the possibilities of library programming, maximize the utilization of the new library spaces, and increase connections throughout the community.

- Identify partnership and collaborative opportunities and develop clearly defined expectations and benefits for all parties.
- Reach new and infrequent users and build stronger connections among area residents by providing learning opportunities and use of the library as the community gathering place.
- Develop a volunteer program to assist staff, help with library needs, and foster community ownership.

STRATEGIC GOAL 2

Increase community awareness of the library's resources, services, and policies and define the library's communication role in promoting other entities' events and offerings.

- Organize a coordinated and consistent approach to marketing the library through creating communications, displays, and promotional materials.
- Develop best practices for communicating events and offerings provided by other community organizations, businesses, and others.
- Work to create consistency among staff when communicating library policies to patrons.
- Develop a plan to educate the public about how to use the new library space and what it offers (Wayfinding – Your New Library 101).

STRATEGIC GOAL 3

Thoughtfully manage the new library building so it can best meet the needs of patrons now and into the future.

- Assess signage.
- Be good stewards of the new library by developing a building maintenance plan.
- Continually assess workflows, scheduling and staffing needs to help staff grow into the new building including defining the staff's role monitoring minors in the library.
- Identify what information needs to be gathered to guide future decisions about facility needs providing the best user experience possible.

STRATEGIC GOAL 4

Foster accessibility to library spaces and services for all community members inside and outside the building.

- Evaluate transportation and physical access to the building.
- Provide and promote library outreach and services outside of the building.
- Examine potential barriers that exist to community members using the library.

STRATEGIC GOAL 5

Invest in staff development and the organization's culture to create a positive workplace and excellent service for all that use the library.

- Develop internal procedural documentation and consistent internal communication processes.
- Use service standards and the values of the library to clarify expectations and help support staff to provide the best customer service possible.
- Establish standards for technology competencies and provide educational opportunities for staff to learn what they need to best support the technology available to the public at the library.
- Coordinate staff activities to create a culture that builds teamwork and values staff job satisfaction.

IMPLEMENTATION & ASSESSMENT

The goals and activities in this plan will guide the library's annual budgeting decisions. We will prioritize activities that will have the most impact for the community or those that will create scaffolding to build towards longer-term goals.

- The library director, staff, and library board will conduct an annual plan assessment.
- The Platteville Library Foundation is a valued stakeholder group. The library director will provide progress reports to the Foundation, and will submit funding requests to support activities identified in the plan.



THANK YOU