

# Wauwatosa Public Library

## 2024 Action Plan



*Adopted by the Wauwatosa Public Library Board on January 17, 2024*

The Wauwatosa Public Library (WPL) developed a five-year strategic plan focused on how WPL can best serve the community. That plan assisted the Library Board in understanding the needs and goals of Wauwatosa, how WPL is currently meeting those needs, and how WPL can further support the community.

### **Strategic Goal I: Improved Services**

*The core focus of WPL is literacy, education, and community collaboration.*

#### **Objectives:**

- A. Balance services, programs, and resources to best serve the entire community
  - Services to seniors:
    - Adult Library staff will participate in recreation department awareness events for seniors.
    - Circulation and Adult Library staff will develop information on circulation options for senior living facilities.
  - Services to underserved groups:
    - Library staff will utilize American Rescue Plan Act (ARPA) funds for underserved collection development.
    - Circulation staff will research homebound patron delivery options.
- B. Increase accessibility to services, programs, and resources
  - Children's Library staff will place an emphasis on connecting with patrons on the west side of Wauwatosa.
  - Administration staff will work with Milwaukee County Federated Library System (MCFLS) staff to implement CountyCat app self-check feature.
- C. Develop and maintain high-quality collections
- D. Establish assessments and metrics to determine and evaluate service, program, and resource priorities
  - Circulation staff will research typical reshelving times and develop potential target goals.
  - Technical Services staff will research typical processing times for purchased material and develop potential target goals.

### **Strategic Goal II: Improved Spaces**

*WPL Spaces are welcoming, flexible, and able to meet the evolving needs of the community to explore, create, learn, and connect.*

#### **Objectives:**

- A. Implement physical and technological modifications that improve the utilization and flexibility of WPL spaces

- B. Make it easier for WPL users to find and access what they need in the physical and virtual spaces of WPL
  - Library staff will work with City of Wauwatosa staff to research interior electronic signage options.
- C. Work with the City of Wauwatosa as it considers space needs and opportunities
  - Board trustees will engage City officials on WPL and municipal complex needs.

**Strategic Goal III: Improved Communication & Community Engagement**  
*Comprehensive communication strategies will be simple and appropriate to inform the community of WPL's value and all it has to offer.*

**Objectives:**

- A. Increase awareness and use of WPL services, programs, and resources through targeted, well-planned marketing
- B. Increase engagement with infrequent users of WPL
- C. Build partnerships in the community that support and advance the mission of WPL
  - Schools: Children's Library and Circulation staff will continue to work with local schools to develop best practices regarding school library cards.
  - Business community: Board Trustees, Administration staff, and Adult Library staff will engage with the local Chamber of Commerce to identify needs that WPL could meet.
- D. Collaborate with the Wauwatosa Public Library Foundation (WPLF) to secure funding and resources to meet WPL's mission
  - Board trustees and Administration staff will continue to provide regular updates to WPLF on WPL issues and needs.
  - Board trustees will engage WPLF regarding capital fundraising for short-term WPL improvements.
  - Board trustees will engage WPLF regarding capital fundraising for long-term WPL improvements.
- E. Develop advocacy efforts to increase awareness of the value and importance of WPL
  - Administration staff will develop an advocacy calendar to guide staff and Board trustees in advocacy efforts.
  - Board trustees and Administration staff will develop a talking point sheet about WPL space needs and the municipal complex to assist trustees with communication efforts.
  - Board trustees and Administration staff will provide regular updates to City officials on WPL issues and needs.