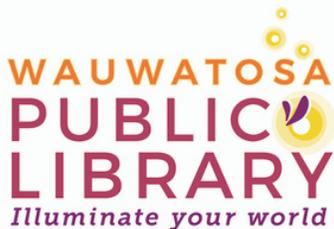


WAUWATOSA PUBLIC LIBRARY

Strategic Plan 2024-2028



Adopted by the Wauwatosa Library Board on January 15, 2025



Wauwatosa Public Library
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INTRODUCTION

The Wauwatosa Public Library developed a strategic plan focused on how the Library may best serve the community. The strategic plan guides the Library in fulfilling these vital roles for Wauwatosa:

- A hub for literacy and lifelong learning
- A trusted source for information
- An access point to a multitude of technologies
- A place for civic discourse
- A key city asset
- A community cornerstone

The Library is committed to utilizing the strategic plan as a framework for thoughtful and informed decisions. The Library will move forward in advancing the community's voice through the implementation of the strategic plan with the benefit of a historically strong foundation, involved community, supportive city government, and dedicated staff.

STRATEGIC PLAN FOUNDATIONS

Library Values

Literacy and Learning

We provide a multitude of collections and educational opportunities accessible in a variety of formats.

User Experience

We are responsive to the community and will continuously strive to provide excellent service to help community members meet their needs.

Innovation

We empower the staff to explore and create new and better ways to improve services to the public.

Collaboration

We facilitate collaborations with others to explore new possibilities to serve the community and provide spaces and platforms for people and organizations to connect with each other.

Exploration

We develop services, programs, and resources that are reflective of the community and the world at large to provide opportunities for people to learn about new ideas and perspectives.

Intellectual Freedom

We are a democratic institution that supports free access to a professionally developed collection of materials and fosters the free exchange of ideas.

Mission Statement

The Wauwatosa Public Library strengthens our community and enriches lives by providing equitable access to information, encouraging reading and lifelong discovery, and providing welcoming spaces to connect and create.

STRATEGIC PLAN GOALS

Strategic Goal I: Improved Services

The core focus of the Library is literacy, education, and community collaboration.

Objectives:

- A. Balance services, programs, and resources to best serve the entire community
- B. Increase accessibility to services, programs, and resources
- C. Develop and maintain high-quality collections
- D. Establish assessments and metrics to determine and evaluate service, program, and resource priorities

Strategic Goal II: Improved Spaces

Library 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 Library spaces
- B. Make it easier for Library users to find and access what they need in the physical and virtual spaces of the Library
- C. Work with the city as it considers space needs and opportunities

Strategic Goal III: Improved Communication & Community Engagement

Comprehensive communication strategies will be simple and appropriate to inform the community of the Library's value and all it has to offer.

Objectives:

- A. Increase awareness and use of Library services, programs, and resources through targeted, well-planned marketing
- B. Increase engagement with infrequent users of the Library
- C. Build partnerships in the community that support and advance the mission of the Library
- D. Collaborate with the Wauwatosa Public Library Foundation to secure funding and resources to meet the Library's mission
- E. Develop advocacy efforts to increase awareness of the value and importance of the Library

IMPLEMENTATION

This strategic plan will serve as a guide that the Library will use to develop and implement specific action items. The ongoing planning process will allow for flexibility to adapt as needed. The Library will consider available resources including funding and staff time, changing conditions that may impact the Library, and new opportunities during the time of this plan's implementation. This ongoing planning flexibility enables the Library Director and staff to work in tandem with the Library Board of Trustees to prioritize and coordinate activities to achieve objectives identified in this plan.

LIBRARY BOARD OF TRUSTEES

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- Kathy Causier, Vice President
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