

# Wauwatosa Public Library

## 2026 Action Plan



*Adopted by the Wauwatosa Public Library Board on January 21, 2026*

The Wauwatosa Public (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*

- A. Balance services, programs, and resources to best serve the entire community.
  - Services to seniors:
    - Circulation and Adult Library staff will develop information on circulation options for senior living facilities.
    - Staff will explore partnering with outside agencies to provide mobile library services to patrons in need of health-related accommodations.
  - Services to underserved groups:
    - Staff will utilize American Rescue Plan Act (ARPA) funds for underserved collection development.
- B. Increase accessibility to services, programs, and resources.
  - Staff will promote the CountyCat app self-check feature.
- C. Develop and maintain high-quality collections.
  - Staff will develop long-term collection plans as part of the municipal complex renovation project.
- D. Establish assessments and metrics to determine and evaluate service, program, and resource priorities.
  - Children's Library staff will analyze program metrics to determine if existing service ratios for youth populations are appropriate for the community.
  - Adult Library staff will analyze public printing costs and revenue to help determine future adjustments.

## **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.
  - Staff will work with city facilities staff to implement cable management improvements at public and staff workstations.
  
- B. Make it easier for WPL users to find and access what they need in the physical and virtual spaces of WPL.
  - Staff will work with City of Wauwatosa staff to research interior electronic signage options.
  - Staff will add directional signage in the checkout area.
  - Staff will add OPAC stations to the shelving areas of the Adult Library.
  
- 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.
  - Children's Library staff will explore options for adding early literacy materials in offsite spaces.
  - Circulation staff will offer a special library card during Library Card Sign-Up Month in September.
  
- B. Increase engagement with infrequent users of WPL.
  - Library staff will explore options for expanding its social media reach through targeted promotions.
  
- C. Build partnerships in the community that support and advance the mission of WPL.
  - Business community: Board trustees, Administration staff, and Adult Library staff will engage with the local organizations to identify needs that WPL could meet.
  - Library staff will explore partnerships with local businesses and organizations e.g. bookstores.
  
- D. Collaborate with the Wauwatosa Public Library Foundation (WPLF) to secure funding and resources to meet WPL's mission.
  - Board trustees will engage WPLF regarding capital fundraising for short-term and long-term WPL improvements.
  
- E. Develop advocacy efforts to increase awareness of the value and importance of WPL.
  - City communications staff will work with library staff to assist trustees with communication efforts.
  - The Board president and administration staff will schedule quarterly meetings with City administration to discuss WPL issues and needs.
  - Library staff will provide the WPL Foundation with content to support their newsletter.
  - Library staff will explore new options for library merchandise.