

# Wauwatosa Public Library

## 2025 Action Plan



*Adopted by the Wauwatosa Public Library Board on January 15, 2025*

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.
  - 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 promote CountyCat app self-check feature.
  - Staff will look to add intergenerational programming at off-site locations.
  
- C. Develop and maintain high-quality collections.
  - Staff will expand the Library of Things in categories such as Game, Tool, Pass, Make, and STEM.
  
- 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.
  - Research and implement improved printing, faxing, and credit card payment options.

## **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.
  - Utilizing Foundation funds, staff will add task tables and lounge seating to the Children's Library.
  - Staff will add a self-check station in the Children's Library.
  
- 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 complementary signage in the Children's Library.
  - 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.
  - Staff will explore options for adding early literacy materials in new spaces.
  - Circulation staff will offer a special library card during Library Card Sign-Up Month.
- B. Increase engagement with infrequent users of WPL.
- 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 Chamber of Commerce to identify needs that WPL could meet.
  - Library staff will explore partnerships with local businesses and organizations e.g. Little Red Store and Wauwatosa Historical Society.
- 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 and 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.
  - Library staff will partner with the WPL Foundation to support their newsletter.
  - Library staff will explore new options for library merchandise.