

Village of Mukwonago
Notice of Meeting and Strategic Planning Committee Agenda

LIBRARY BOARD OF TRUSTEES MEETING
Monday, October 10, 2022

Time: **4:00 pm**

Place: **Mukwonago Community Library, 511 Division Street, Mukwonago, WI 53149**

1. Call to Order

2. Roll Call and Introduction of Guests

3. Approval of Minutes

3.a Minutes from September 26, 2022

[Strategic Planning Committee Minutes 20220926_unapproved.pdf](#)

4. Discussion/Action Items

4.a Strategic Planning

Discussion and possible action on an outline draft of the Strategic Plan 2023-2025.

[DRAFT MCL Strategic Plan 2023-2025 Outline_for Strategic Plan Committee20221010.pdf](#)

5. Referral Items

6. Confirm Next Meeting Date

7. Adjourn

It is possible that a quorum of, members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Please note, upon reasonable notice, efforts will be made to accommodate the needs of individuals with disabilities through appropriate aids and services. For additional information or to request this service, contact the Municipal Clerk's Office, (262) 363-6420.

DRAFT MINUTES OF THE STRATEGIC PLANNING COMMITTEE MEETING

Monday, September 26, 2022

Time: **4:00 pm**

Place: **Mukwonago Community Library, 511 Division St., Mukwonago, WI 53149**

Call to Order

Library Director Armour called the meeting to order at 4:01 p.m. located in the Mukwonago Community Library History Room, 511 Division St., Mukwonago, WI 53149

Roll Call and Introduction of Guests

Committee Members Present

J. Darin
J. Gasser
Joanne Tlachac (Friends of the Library representative)
Amy Mueller (community representative)
Scott Reeves (Village Board representative)

Committee Members Absent and Excused

H. Pringle

Also Present

A. Armour, Library Director

Approval of Minutes

3.a. Minutes from August 1, 2022

S. Reeves/J. Gasser motioned to approve the minutes. Unanimously carried

Discussion/Action Items

4a. Strategic Planning - Discussion and possible action regarding Community Survey results and initial drafts of the next strategic plan.

Director Armour presented the data from the Community Survey which closed on September 25 with 402 valid responses. The Committee reviewed the responses and made recommendations to Director Armour on what should be in a draft of the Strategic Plan to be reviewed at their next meeting.

Referral Items - none

Confirm Next Meeting Date

October 10, 2022 @ 4:00pm in the Library

Adjournment

Meeting was adjourned at 5:18 pm by Director Armour.

Minutes submitted by A. Armour.

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Proposed Outline for MCL's Strategic Plan 2023-2025

Suggested by: Strategic Planning Committee

Date: October 10, 2022

Written by: Abby Armour, Library Director

Presented: October 13, 2022 to Library Board

Purpose: This document outlines the official recommendations of the Strategic Planning Committee to the MCL Board of Trustees on what they believe should be included in the strategic plan. It is divided into three (3) Strategic Priorities each with Strategic Goals and Possible Activities. The Committee arrived at these recommendations by analyzing the results of the Community Survey from September 2022, the results of the SWOT assessments from the Library Board and staff from May 2022, and their own analysis of the current Strategic Plan and experiences in the community.

Mission: N/A

Vision: Inspire Creativity, Build Community, and Cultivate Connections

Values: N/A

Strategic Priority #1: Inspire Creativity

We INSPIRE CREATIVITY by providing unique programs, services, and collections.

Goals

- 1) We focus on providing early literacy collections, services, and programs for our growing community.

Possible Activities:

- i. Assess the capacity of the Youth Services Department to meet the needs of young children, tweens, and teens
- ii. Use data to analyze the youth collections to identify and address needs and weaknesses
- iii. Analyze youth program offerings to determine if we are meeting the needs of the community

- 2) We focus on providing programs and services to meet the wide variety of interests and needs of older adults.

Possible Activities:

- i. Assess the capacity of the Adult Services Department to meet the needs of adults, retirees, and older adults
- ii. Use data to analyze the services available to adults
- iii. Analyze adult program offerings to determine if we are meeting the needs of the community

- 3) We strive to build collections in all formats that reflect our community and satisfy their information, education, and entertainment needs.

Possible Activities:

- i. Assess The Thingery circulation, costs, and demands
- ii. Use data to develop procedures for selection, deselection, and collection maintenance
- iii. Encourage staff to seek out professional development that shows them cutting-edge collection development techniques and fresh ideas for new collections
- iv. Use data to analyze the shifting demands between physical items and digital items

- 4) We listen to our users and stakeholders on what they need and value in the Library.

Possible Activities:

- i. Provide short surveys for attendees of programs, then utilize that data to determine future program needs.
- ii. Offer ways for users to recommend resources, programs, and services
- iii. Conduct frequent surveys in multiple formats to continuously gather data on user preferences, needs, and satisfaction
- iv. Develop workflow internally to share user suggestions and survey data amongst staff and close the loop on delivering outcomes in alignment with the data

Strategic Priority #2: Build Community

We BUILD COMMUNITY by being a welcoming, safe space for all.

Goals

- 1) We employ employee friendly, knowledgeable staff who are always available to help users with the wide variety of requests and needs found in a modern public library.

Possible Activities:

- i. Examine staffing levels to determine what is needed to meet the demands of providing timely circulation, help at the Information Desk, and help at the Youth Services Desk
- ii. Use data to analyze open hours and availability of staff to appropriately provide programs and services
- iii. Conduct staff time study to determine gaps in needs and efficient use of skills and talent
- iv. Provide, promote, and enable staff development opportunities that improve customer service and professional skills

- 2) We provide a variety of age-appropriate and accessible spaces that enable both independent and collaborative activities.

Possible Activities:

- i. Revisit the space needs plan considering post-pandemic needs such as more study rooms
- ii. Work with Village to ensure Library building needs help fulfill Village goals
- iii. Conduct noise evaluation and explore solutions
- iv. Survey users to determine needs for youth and teen areas
- v. Examine the needs and location of the MetaSpace 511

3) We eliminate barriers to access.

Possible Activities:

- i. Explore the possibility of going fine free
- ii. Examine shelving, displays, and furniture for ease of use and age-appropriate accessibility
- iii. Provide, promote, and enable staff development opportunities that focus on serving underserved and marginalized populations
- iv. Conduct study to determine which areas and demographics do not currently use the Library

Strategic Priority #3: Cultivate Connections

We CULTIVATE CONNECTIONS by making it easy for users to find the resources, services, and community through strategic marketing and communications.

Goals

- 1) We collaborate and partner with a wide variety of community organizations, businesses, schools, and governmental entities to further weave the library's presence in the community.

Possible Activities:

- i. Provide, promote, and enable staff engagement at key community events
- ii. Embed Library staff and programs in major events and influential organizations that already are providing service to the community
- iii. Encourage other organizations to see the Library as a platform and hub for presenting, connecting, and sharing with the rest of the community
- iv. Examine staffing levels needed to build and sustain this level of integration into the community

- 1) We provide user-friendly and appealing ways to learn about the Library.

Possible Activities:

- i. Examine current website and determine if it meets the needs of users seeking information about the Library
- ii. Explore options to utilize entryway for better communication of Library and community events and resources
- iii. Use data to determine the preferred communication platforms of our users and tailor our marketing accordingly

- iv. Invest in marketing and outreach materials

2) We provide engaging and accessible ways for users to find what they need.

Possible Activities:

- i. Explore options for displaying books and materials in modern and exciting ways
- ii. Explore options for displaying and storing The Thingery items
- iii. Explore technologies that help users find and get what they need faster and more efficiently

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