STOUGHTON PUBLIC LIBRARY

STRATEGIC PLAN 2020-2022

OUR MISSION:

The Stoughton Public Library will educate, enrich, empower, and engage our community.

VISION

The Stoughton Public Library will:

- Be welcoming, attractive, comfortable, and well-maintained.
- Employ a talented, customer-service oriented staff.
- Promote literacy, lifelong learning, and civic engagement.
- Offer free and open access to information and resources in a variety of formats.
- Provide current, innovative services and programs for all ages.
- Preserve the community's cultural heritage and acknowledge the contributions of Stoughton's diverse population.

GOAL 1:

The Library will provide access to a wide variety of information in both traditional print and emerging digital formats.

OBJECTIVE A:

Maintain a robust collection of physical materials to meet the informational and recreational needs of the community.

OUTCOMES:

1. Advocate for maintenance and growth of materials budget.
2. Pursue supplemental funding from other sources—grants, Friends, donations—to increase the materials budget.
3. Increase funding for Lucky Day browsing collections to provide patrons access to high-demand, high-hold titles.

OBJECTIVE B:

Provide access to online information and resources via high-speed internet and Wi-Fi, especially for members of the community who lack reliable broadband Internet access.

OUTCOMES:

1. Provide instruction, training, and assistance to patrons seeking online information, especially individuals in the community who lack the skills necessary for information seeking in a digital environment.
2. Obtain a library fax machine for public use.

OBJECTIVE C:

Provide access to a wide variety of downloadable content (eBooks, audio books) through participation in Wisconsin Public Library Consortium (WPLC).

OUTCOMES:

1. Increase funding for Overdrive collections and Overdrive Advantage to shorten waiting lists to improve patron experience.
2. Investigate additional platforms for streaming digital content in collaboration with South Central Library System.
3. Offer training and instruction in both formal and informal settings to teach patrons how to access downloadable digital content through the Overdrive service and other acquired platforms.

OBJECTIVE D:

Preserve Stoughton's historical heritage through digitization of the library's local history collections.

OUTCOMES:

1. Participate in digitization projects using technology and resources provided by the South Central Library System.
2. Seek opportunities for partnerships with local organizations to increase the scope and visibility of local history digitization projects.

GOAL 2:

The Library will offer a wide variety of programs for all ages to meet the diverse needs of the community and promote the concept of the library as a community hub for lifelong learning and civic engagement.

OBJECTIVE A:

Expand our diverse schedule of programming to maintain both traditional library offerings and new, experimental programs and services for all ages.

OUTCOMES:

1. Create programming with a focus on literacy, lifelong learning, and cultural enrichment. Programming may include, but is not limited to: book discussions, business and financial literacy, crafts and maker activities, technology instruction, music, summer reading programs.
2. Develop literacy programs that help parents and caregivers prepare their children to be successful readers and lifelong learners.
3. Create new programs that foster a culture of creativity and innovation in our community.

OBJECTIVE B:

Conduct outreach activities to expand the library's programming services beyond the library building.

OUTCOMES:

1. Maintain outreach activities to schools, daycares, and other educational institutions that serve young people.
2. Maintain outreach activities to seniors in the Stoughton community, including events and discussion groups at the Stoughton Senior Center and various assisted living facilities.

OBJECTIVE C:

Pursue increased staffing levels that will allow expansion of programming for all ages.

OUTCOMES:

1. Advocate and obtain funding for an additional Adult Services library assistant to allow current part-time library assistant to devote more time to teen services.
2. Advocate and obtain funding for additional Children's Services staff by making permanent the grant-funded Children's Services Intern position which began in 2020.
3. Pursue additional funding for staff training and continuing education opportunities, especially those related to public programming.

GOAL 3:

The Library will maintain and strengthen its role as a safe, inclusive, and accessible space welcoming to all, in which individuals and groups interact, exchange ideas, and foster a sense of community.

OBJECTIVE A:

Explore creative ways to use existing spaces for different programs and activities, including but not limited to: quiet study, literacy play for children, programs and concerts, and group collaboration.

OUTCOMES:

1. Bring programming, concerts and demonstrations out of the lower-level meeting room and into other library spaces.
2. Reevaluate periodically how patrons are using the space to ensure that it continues to meet their needs.
3. Balance the need for collection space with the need for meeting and programming space by creating flexible, functional spaces that can be adapted to different purposes.
4. Evaluate current open hours in light of community needs and available resources.

OBJECTIVE B:

Continue to explore possibilities related to the library's physical space.

OUTCOME:

Compile and analyze data from the 2018 community needs survey and 2019 focus groups to assess need for and direction of future growth.

OBJECTIVE C:

Utilize the Inclusive Services Assessment and Guide (ISAG) for Wisconsin Public Libraries created by the Wisconsin Department of Public Instruction to ensure the library remains accessible to all.

OUTCOMES:

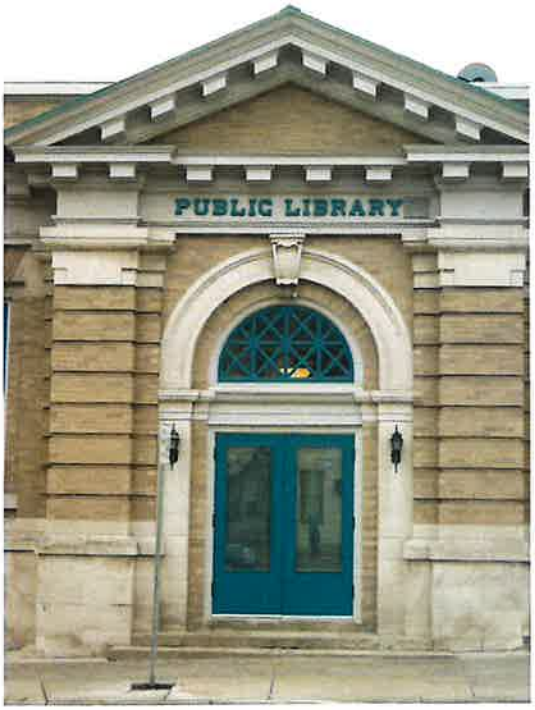
1. Complete the assessment portion of the ISAG and identify areas where the Library can reduce barriers. (Library Staff)
2. Establish a committee to further explore findings related to the ISAG. (Library Board of Trustees)

GOAL 4:

The Library will ensure its financial stability through municipal and county appropriation, private donations, gifts, grants and other fundraising efforts.

OBJECTIVE A:

Ensure the long-range financial future of the Library.



OUTCOMES:

1. Develop and maintain relationships with new and existing donors.
2. Seek donations every year from a variety of sources, including but not limited to: civic groups, major corporate donors, and grants.
3. Develop and update publicity on giving to the library with information on including the library in estate planning as well as contributions from IRAs and stocks.
4. Support ongoing efforts by the Friends of the Stoughton Public Library to provide supplementary funding for additional Library needs.
5. Facilitate online and/or recurring gifts and sponsorships.

OBJECTIVE B:

Work with donors to foster life-long giving.

OUTCOMES:

1. Maintain on-going communication with current donors using newsletters and email blasts.
2. Continue to add contacts for individuals and businesses to Donor Tools database with a focus on obtaining email addresses whenever possible.

OBJECTIVE C:

Advocate to elected officials about the need for sustained municipal funding.

OUTCOMES:

1. Maintain the presence of the Library Board's City Council liaison on the Library Planning subcommittee.
2. Attend at least one city council meeting per quarter. (Library Director)
3. Attend city council meetings as schedules allow. (Library Board of Trustees)
4. Attend Wisconsin annual Library Legislative Day in February to advocate for library issues at the state level. (Library Board of Trustees)
5. Subscribe to ALA Legislative Alerts. (Library Board of Trustees)

GOAL 5:

The Library will develop a marketing plan to further increase public awareness of the library and its role in the community. The Library will foster partnerships with local organizations to reach audiences that may be unaware of library resources.

OBJECTIVE A:

Utilize a variety of marketing platforms to ensure that community members are aware of the Library's extensive resources and offerings.

OUTCOMES:

1. Continue to utilize print media such as the *Stoughton Courier-Hub*, *Isthmus*, *Capital Times* and *Tower Times* to promote library services.
2. Employ online listings and social media marketing.
3. Explore possibilities of email list services such as Mail Chimp, Constant Contact, etc.
4. Explore partnerships with local and state historical societies to promote unique historical collections.
5. Utilize social and print media to increase awareness of digitization initiatives.

OBJECTIVE B:

Utilize existing partnerships and create new ones with school, civic and social service organizations to promote library services.

OUTCOMES:

1. Continue to work collaboratively with local businesses, the Chamber of Commerce, Stoughton Area School District, Stoughton Senior Center, and Stoughton Historical Society to further advance awareness of the Library.
2. Seek new relationships with previously untapped businesses and agencies serving families.
3. Explore partnerships with local and state agencies to promote digitization and preservation of the Library's local history materials.