



PAULINE HAASS  
— PUBLIC LIBRARY —

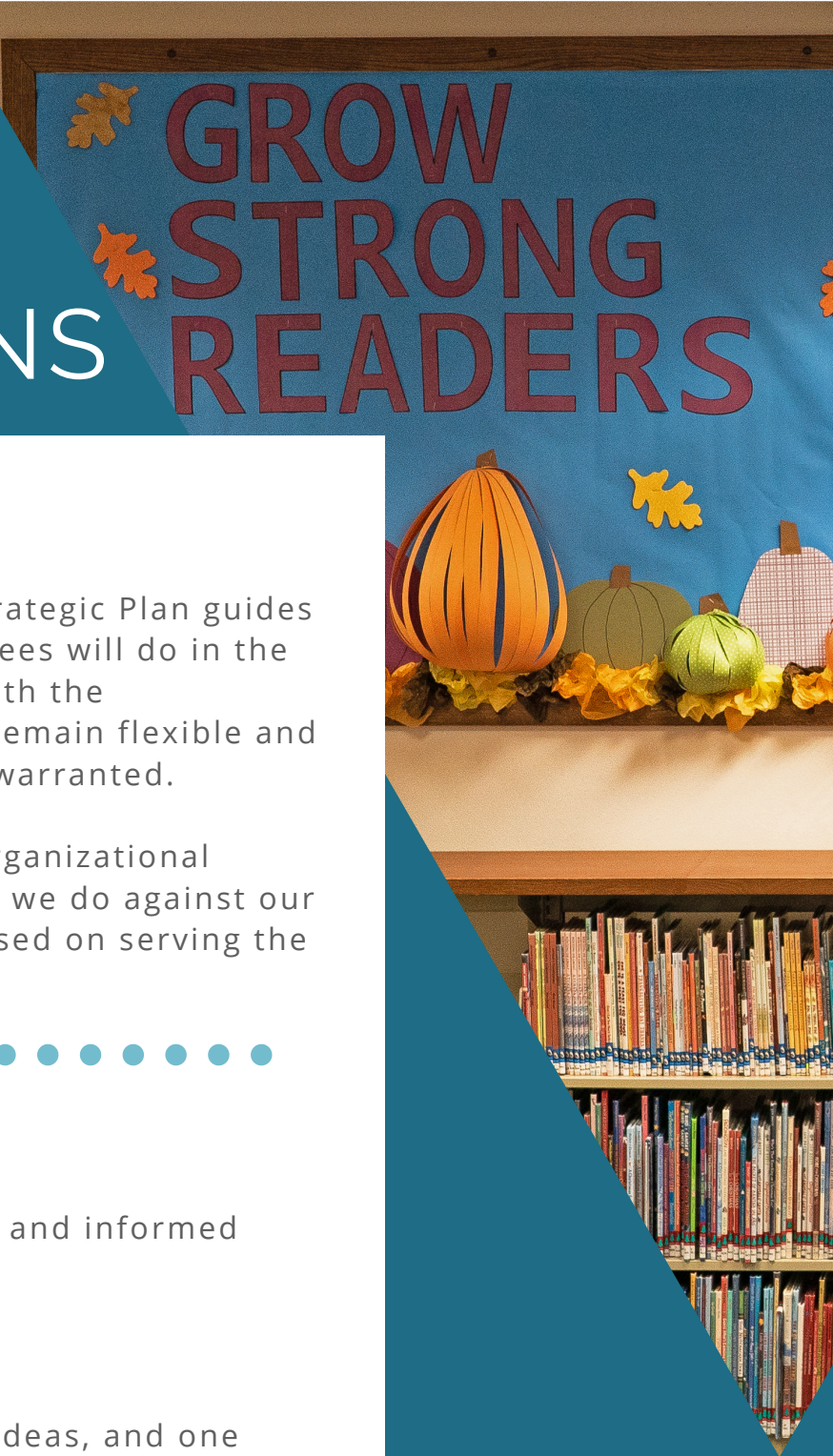
# STRATEGIC PLAN

2023 - 2025



*planning for the future:*

# FOUNDATIONS



GROW  
STRONG  
READERS

## Introduction

The Pauline Haass Public Library Strategic Plan guides the work that library staff and trustees will do in the coming years. The plan is shaped with the understanding that the library will remain flexible and adapt its goals and action steps as warranted.

Throughout, we will maintain our organizational values and priorities, measure what we do against our mission and goals, and remain focused on serving the community.



## Vision

To be a cornerstone for an engaged and informed community.

## Mission

We connect people to information, ideas, and one another in a vibrant and welcoming community-responsive environment.



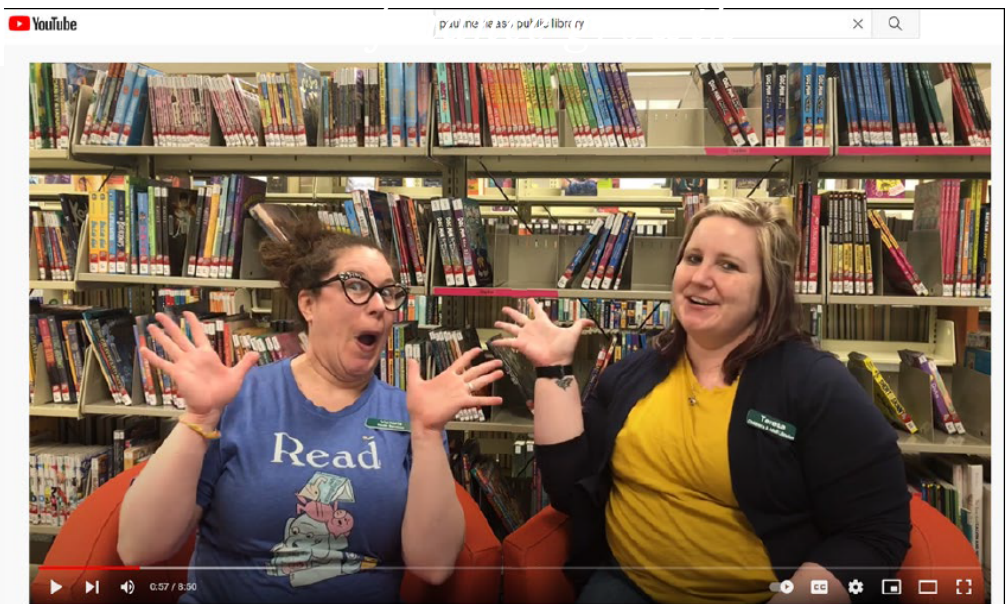
# VALUES & PRIORITIES

## Responsible & Purposeful Service Development

We continually engage with our community to understand the needs and aspirations of its residents. We plan thoughtfully in order to deliver high quality community-specific services. We work to provide flexible and plentiful spaces to support the educational, creative, entertainment, collaborative and connection needs of our users.

## Outstanding User Experience

We are dedicated to accuracy, helpfulness, and inclusivity. We welcome feedback and promptly respond with improved service. We enjoy finding new ways to delight those we serve.



## Improvement and Innovation

We explore trends, develop new methods, and continually evaluate and adapt our services to remain relevant. We celebrate imagination and invention by developing services, collections, and programs that encourage discovery and creative endeavors. We prioritize and invest in the continuous development of a knowledgeable, innovative, and highly engaged staff.

## Open Access and Opportunities for All

We manage a collection that covers the breadth of diverse interests and formats. We provide seamless entry to others' collections, in order to assure access to information for all. We work to reduce barriers to access.

## Responsible Stewardship of the Community's Investment

We recognize that the library belongs to the people of the community, and our actions honor the public trust.

## Intellectual Freedom

We embody the library's status as a cornerstone institution of democracy for an informed public. We do this by providing information and programs that offer a wide variety of viewpoints on a broad range of topics, and by upholding the right of library users to read, seek information, and select materials freely. We subscribe to the principles adopted by the American Library Association in its Library Bill of Rights and Freedom to Read statement.

## Patron Privacy

We protect every individual's right to explore information and ideas in a confidential manner, and adhere strictly to the Wisconsin Statutes dealing with public library records and patron privacy (Chapter 43, Section 30). We refrain from collecting and retaining more personally identifiable information than is necessary. We strive to alert both in-person and remote library users of the privacy choices available to them.

## Community Engagement

We embrace our role as a community connector by cultivating relationships with stakeholders, pursuing strategic partnerships, and being active and visible in the community.





2023 - 2025

# STRATEGIC DIRECTIONS

facility

services

staff

relationships



# FACILITY

**Plan for future building and service needs according to the timeline set in the Village of Sussex Capital Improvement Plan 2021-2030. At the same time, employ cost-effective interim strategies to meet the current needs of the community by addressing deficits in the comfort, functionality, and operational mechanics of the existing building.**

## *Action Steps:*

- Engage consultant to conduct a fundraising feasibility study for the anticipated renovation and expansion of the facility.
- With continued input from the community and in consultation with professionals, refine building program and design options based on the input and information garnered from 2021 Space Needs and Facility Study.
- Implement recommendations from 2021 Facility Study and 2018 Accessibility Scan to increase ADA compliance and provide greater accessibility.
- Improve technology offerings to patrons within the building, focusing on meeting rooms, study rooms, and computer areas.
- Engage consultant to thoroughly explore roof options along with associated costs, with recommendations incorporated into renovation/expansion plans.
- Research and rework service desk configurations to increase security and better utilize space.
- Improve building safety and security, revising protocols and taking advantage of newer technologies to make improvements.



# SERVICES

**Adapt and innovate to meet changing and new needs while maintaining and strengthening core services, programs, and collections.**



## *Action Steps:*

- Continue to expand and strengthen services for teens by providing an updated, distinctive space for their use in the library.
- Respond to demand for adult programs currently limited by space and budget to provide multiple sessions. Seek out additional funding sources for these programs.
- Continue to build the Library of Things Collection that launched in 2022, focusing on offerings that could broaden the library's user base by connecting with non-users.
- Explore new services to respond to economic challenges facing the community.
- Build upon successful expansions of service for seniors (homebound service, senior living facilities outreach, Memory Cafes) to expand programming for active older adults.
- Research trends in hours and survey the community about desired open times. Analyze circulation patterns and library visits to assess efficacy of current hours.
- Train staff to incorporate principles of Family Engagement in customer service, program design, and outreach.

# STAFF

Attract and retain highly qualified staff. Provide time and resources for employees to plan, learn, and collaborate with each other, our community, and the larger library community in addition to delivering daily customer service. Position all staff to represent and promote the library.

## *Action Steps:*

- Conduct “stay interviews” with all employees.
- Provide the necessary staffing to allow individuals to participate in continuing education, join community initiatives, and affect decision-making at the system level.
- Promote wellness initiatives with staff: research what larger organizations are doing, explore local partnerships related to wellness, and find incentives, financial or otherwise, for employees to participate.
- Review Personnel Policy along with comparable Village of Sussex documents, looking for ways to increase consistency.





# RELATIONSHIPS

Engage continuously with the community both inside and outside the library. Cultivate relationships with stakeholders, pursue strategic partnerships, and reach out to non-library users.



## *Action Steps:*

- Provide support for the PHPL Foundation as it reintroduces itself to the community and expands fundraising initiatives.
- Work with Village staff to streamline and combine services where there is a benefit for either the Village or the Library, focusing on areas of professional development, IT support, safety training/protocols, and building maintenance.
- Explore website redesign in consultation with UX professionals to increase accessibility and provide greater ease of use.
- Increase presence at targeted community events, along with providing staffing and funding to support that effort.
- Assess impact of different communication strategies, including print and digital, through survey methods and data analysis, and adjust marketing budget accordingly.
- Explore ways to reach nonusers.
- Research benefit of fine-free movement in reducing barriers to access, utilizing data collected by ALA and WiLS along with anecdotal experience from Bridges libraries (all Jefferson County libraries fine-free as of 2022).

# PLAN IMPLEMENTATION, ASSESSMENT, AND COMMUNICATION

On an annual basis, the director, library staff, and library board will prioritize and identify which service goals and activities in the plan will be their focus. Goals and activities will be selected based on their timeliness, impact, and ease of implementation. Resources and staffing will be considered when setting priorities.

Action plans will be developed for a given year. Such plans may include staff responsibilities and timelines, needed resources, data and information gathering guidelines, and methods for assessing the progress and success of these efforts.

Regular reviews will be done to keep projects on track. Results will be communicated to all library stakeholders. Reviews will also examine prior efforts to determine if service goal adjustments are needed based on changing conditions, new challenges, or opportunities.

