

# STRATEGIC PLAN 2026 – 2028



**PAULINE HAASS**  
— PUBLIC LIBRARY —

# Looking Ahead

The 2026-2028 Strategic Plan positions the Pauline Haass Public Library for a period of growth and preparation as we work toward our planned 2030 facility expansion. This plan responds to the exciting reality that our community's use of library services continues to grow, while also acknowledging that our current building and organizational structure have reached capacity limits.

Over the next three years, we will focus on strengthening our partnerships, enhancing your library experience, and preparing our organization and community for a renovated and expanded library that can better serve everyone.



# WHO WE ARE

## Mission

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

## Vision

To be a cornerstone for an engaged and informed community.



## Core Values

**Responsive, Community-Focused Service** – We listen, plan carefully, and provide services shaped by local needs.

**Outstanding User Experience** – We are accurate, inclusive, welcoming, and continuously improving.

**Innovation & Learning** – We explore new ideas, adapt to change, and invest in staff development.

**Open Access for All** – We reduce barriers and ensure access to information in many formats.

**Responsible Stewardship** – We honor the public trust and use resources wisely.

**Intellectual Freedom & Privacy** – We protect the right to read, learn, and explore confidentially.

# Four Strategic Priorities

**1 COMMUNITY ENGAGEMENT  
& VISIBILITY**



**2 ACCESS TO COLLECTIONS,  
INCLUSION, &  
USER EXPERIENCE**



**3 ORGANIZATIONAL CAPACITY  
& STAFF SUPPORT**



**4 FACILITIES &  
PREPARING FOR  
FUTURE GROWTH**



# Community Engagement & Visibility

**What this means for you:** We will deepen our partnerships throughout the community and increase our visibility at local events. You'll see more consistent communication about library services, upcoming expansion plans, and the many ways the library serves our community. We'll continue to connect with our community by offering programs informed by your needs and interests.

## Key Focus Areas:

- Strengthening partnerships with civic, business, and community organizations
- Developing clear, engaging communication about library services and expansion plans across multiple channels
- Creating more opportunities for community members to engage with and shape library services
- Maintaining excellent programming while using demand and waitlists to inform future space needs



# Access to Collections, Inclusion, & User Experience

**What this means for you:** As the way people use libraries evolves, PHPL will adapt how collections and spaces are organized so that finding and using materials is intuitive, equitable, and enjoyable. We'll be improving our website, enhancing navigation within the building, expanding our digital collections, and exploring more convenient access options.



## Key Focus Areas:

- Expanding digital collections to reduce wait times for ebooks and digital audiobooks
- Redesigning our website to meet modern accessibility standards
- Improving wayfinding and organization for a smoother, more intuitive user experience
- Explore and incorporate convenient access options, like hold lockers and drive-through, into expansion plans



# Organizational Capacity & Staff Support

**What this means for you:** Behind every great library experience is a well-supported, well-equipped team. We're investing in our staff and organizational structure to ensure we can deliver excellent service today while preparing for tomorrow's expanded facility.

## Key Focus Areas:

- Strengthening our team's ability to serve you effectively with better communication protocols and more efficient tools
- Ensuring we have the right expertise in areas like technology and communications
- Updating staff evaluation and feedback practices to support growth, learning, and continuous improvement
- Building our organizational capacity for both daily operations and expansion planning



# Facilities & Preparing for Future Growth

## What this means for you:

We're taking concrete steps to prepare for a renovated and expanded library that will better house our current services and resources, allow us to innovate and grow, and serve our community for decades to come.



## Key Focus Areas:

- Improving safety and security for staff and patrons
- Coordinating early planning and shared visioning with the Library Board, Friends, and Foundation
- Building organizational and governance readiness for a future building project, including aligning the Library Board, Friends, and Foundation around shared goals, timelines, and community priorities so future planning is well coordinated
- Planning for modern technology and infrastructure needs in a renovated and expanded facility



# How We'll Use This Plan

**This Strategic Plan will guide our work from 2026–2028. To ensure it remains effective and responsive to community needs, we'll follow a transparent evaluation process:**

## Annual Action Plans

Each year, we'll develop a detailed action plan that identifies specific projects and goals. These plans will include timelines, key milestones, and the people responsible for each initiative. While guided by this strategic plan, our annual plans will also reflect new opportunities and community priorities as they emerge. The Library Board will review and approve each action plan.

## Regular Progress Updates

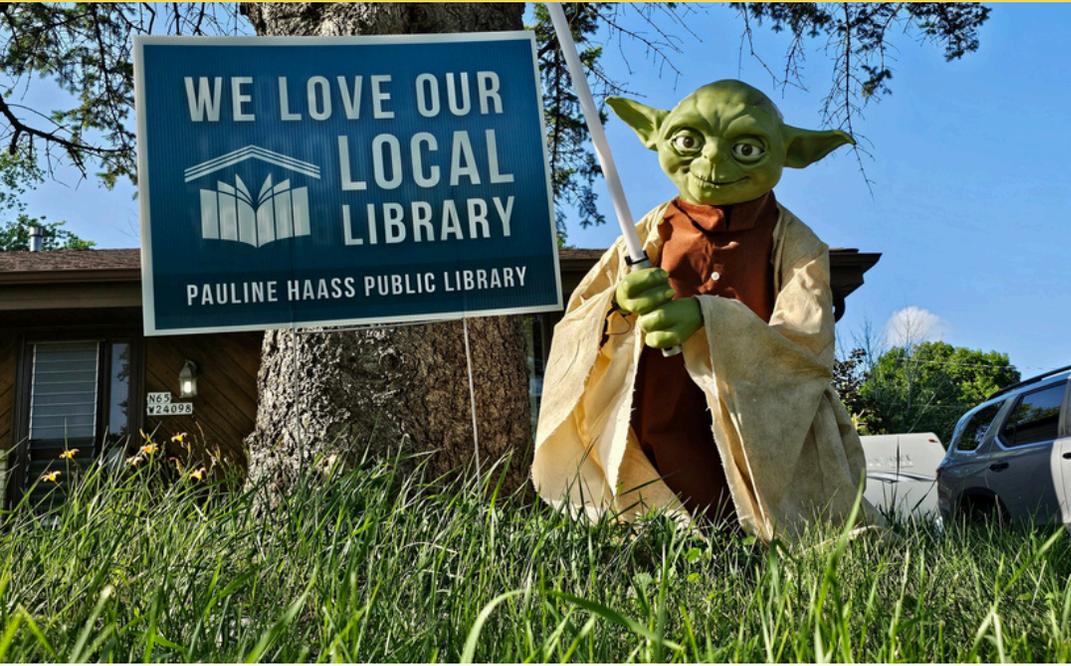
Throughout the year, library leadership will monitor our progress, address any challenges, and adjust our approach as needed. We'll share updates with the Library Board and the community to keep everyone informed about our work.

## Annual Review

At the end of each year, library leadership and the Board will evaluate our progress, identify what we've learned, and make any necessary adjustments to ensure the plan continues to serve our community well.

This process ensures the plan remains a living, flexible guide that evolves with our community's needs rather than a static document.





**Questions or feedback about this plan?**  
Contact Library Director Adele Loria  
([aloria@phpl.lib.wi.us](mailto:aloria@phpl.lib.wi.us)) or call 262-246-5180.

