

JEFFERSON PUBLIC LIBRARY



STRATEGIC PLAN 2023 - 2027

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321 S. Main Street
Jefferson, WI 53549
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The Jefferson 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 core values and priorities, measure what we do against our purpose statement and goals, and remain focused on serving the community.

Statement of Purpose

Jefferson Public Library welcomes all who seek to read, learn, and explore and strives to be the leading resource for information, education, and entertainment.

Core Values

These core values drive our culture, priorities, and community-focused decisions:

- **Staff**
 - Staff is Jefferson Public Library's most valuable asset.
- **Literacy**
 - Literacy is essential for the well-being of every member of our community and believe that a literate community is a vibrant community.
- **Partnerships**
 - The Library is strengthened and enriched by our partners and by partnership opportunities within our community.
- **Community**
 - All members of our community deserve respect and equitable treatment.
- **Resources**
 - Access to resources contributes to a healthy community of informed residents.

Thank you to the efforts of the Jefferson Public Library Board and staff for providing tireless time, expertise, and input into creating the 2023-2027 Strategic Plan.

LIBRARY BOARD

Dan Griffith, President
Sarah Skretta, Vice-President
Kathy Brown-Kurtz, Secretary
Steve Adams
Rachelle Stelse
Rebecca Condon
Elizabeth Pizano, SDoJ Liaison
Laurie Teeter, City Council Liaison

LIBRARY STAFF

Melissa Anderson, Library Director
Angie Rosch, Adult Services Librarian
Julia Birch, Youth Services Librarian
Marissa Bazan, Adult Services Librarian
Courtney Reath, Circulation & Interlibrary Loan
Tammy Seidel, Library Assistant
Kyle Buske, Library Assistant
Nate Fuller, Library Assistant
Hollie Borck, Library Assistant
Gina Wedekind, Library Assistant
Sarah Howells, Library Assistant
Tom Kutz, Library Assistant
Terry Zignego, Library Assistant

Strategic Plan 2023 – 2027

Strategic Direction I: Library Services

A. Technology

Strategies

1. Ensure sustainable access through multiple platforms.
 - Provide access to current technology for all members of the community.
 - Increase access to wireless technologies.

B. Informational Hub

Strategies

1. Assist library users in gathering information and gaining knowledge.
 - Create a central location for information on community resources.
 - Seek more inclusive policies and procedures regarding public display usage.
 - Ensure staff is knowledgeable of available resources and ability to assist patrons seeking information.

C. Collection

Strategies

1. Promote access to and provide assistance with digital resources.
 - Create opportunities for library staff to learn about digital resources and practice techniques that will lead to improved service.
 - Encourage patrons to utilize digital resources by consistently highlighting resources.
2. Cultivate an inclusive and diverse collection.
 - Evaluate circulation trends to identify community interests and needs.
 - Incorporate Universal Design and Accessibility Standards to create a collection that is usable by all people.

D. Programming

Strategies

1. Develop and offer a strong and inclusive schedule of programming for all community members.
 - Promote relevant Library resources and offerings at every program.
 - Ensure that programming is balanced across target audience age ranges.
 - Partner with community groups, businesses, and organizations whenever possible in order to create excellent programming for our patrons.
 - Evaluate program offerings to ensure their relevancy to the community.

Strategic Direction II: Marketing & Outreach

A. Community Partnerships

Strategies

1. Work with community groups, schools, and organizations to develop programs, partner on projects, and immerse the library as a vitally important part of the community.
 - Present at least twice a year to local organizations about library services.
 - Continue to develop new partnerships and maintain established partnerships that support the mission of the Library.
2. Explore opportunities for collaboration, outreach, and promotion with diverse community groups.
 - Ensure that diversity and inclusion become integral to the way our library functions.
 - Work to communicate with signage and marketing language that the library is inclusive and welcoming to all.
3. Expand collaboration with the City of Jefferson.
 - Explore ways to partner with other City Departments.

B. Marketing and Promotion

Strategies

1. Promote library use among those who currently do not use or underutilize the library.
 - Create and implement a social media marketing plan with a focus on reaching new audiences and increasing engagement with existing media channels.
 - Promote in-house & digital collections.
2. Increase awareness of what the library does, why, and for whom.
 - Explore new ways to promote and market various digital resources to community members in an effective manner.
 - Seek ways to increase reach of newsletter and e-blasts.

C. Library Advocacy

Strategies

1. Increase library presence at strategic locations and events within the community.
 - Advocate for the Library, the Library System and its member libraries at the local, regional, and state levels.

- Hold Pop-Up Library events at local parks, playgrounds, schools, senior housing and festivals.
- Develop rotating schedule to visit schools, senior center, civic groups, and businesses.
- Attend a minimum of one outreach event quarterly.
- Identify businesses and community experts looking to partner with the library.

Strategic Direction III: Library Health and Sustainability

A. Customer Service

Strategies

1. Create opportunities for library staff to learn about new technologies, develop new skills, and practice techniques that will lead to improved service and increased job satisfaction.
 - Foster a culture of excellent customer service by providing a welcoming and accessible space that makes it easy for all patrons to find what they need, in person and online.
 - Encourage staff to participate in regular online and in-person continuing education opportunities that focus on customer service and technology.
 - Develop standardized training and refresher opportunities for staff to stay current with library policies and procedures.
2. Prioritize team building.
 - Facilitate regular opportunities for connection.
 - Plan and implement an annual staff in-service.

B. Funding

Strategies

1. Seek funding opportunities from new and existing sources.
 - Apply for at least one grant opportunity each year.
 - Seek collaborations locally for donations that can enhance library collections and services.
2. Explore operational costs.
 - Review strategies to streamline office work.
 - Review and revise job descriptions to maximize staff effort, individual skills, and talents.

C. Flexible Spaces/Meeting Space/Multi-Use Spaces

Strategies

1. Explore ways to maximize library areas that are used by the public, for programming and general library usage.
 - Seek ways to offer flexible public spaces.
 - Work with Friends Group to purchase accessible furniture and equipment.
 - Work with municipality to maximize capital projects and timeline.
2. Explore the feasibility of a future expansion or renovation project.
 - Make connections with community members and organizations.
 - Develop talking points for library stakeholders and staff.

Assessment and Communication IV

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. Reviews will also examine prior efforts to determine if service goal adjustments are needed based on changing conditions, new challenges, or opportunities. Results will be communicated to all library stakeholders two times per year. Verbal updates will be given at the May and September Board meetings, assessing the progress implementing the plan. An annual written summary will be presented at the December Board meeting summarizing the prior year's work and identifying activities slated for the upcoming year.

Jefferson Public Library Board
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