



MUSKEGO
PUBLIC LIBRARY

2020 Action Plan

Facility - Strategic Initiative

GOALS AND ACTION ITEMS

- **Update the Muskego Public Library facility to improve functionality for patrons and staff, by establishing ongoing maintenance directives for the building's interior and exterior.**
 - Logistics planning for main area recarpeting (quotes, project timeline, staff needs, collection relocation)
 - Logistics planning of Young Adult Area redesign (design, company selection, quotes, project timeline)
 - Logistics planning of external maintenance door to connect access to rear interior HVAC controls to exterior units (quotes, feasibility)
 - Evaluate effectiveness of wayfinding signage (external and internal) to determine ways to improve patron experience
 - Explore low budget ways to refresh existing bathrooms
 - Assess shelving usage in Media and Adult Fiction Area, restructure as collection demands
- **Improve the quality and access to Muskego Public Library facilities to improve the patron experience. Consider aesthetic, comfort, and universal design.**
 - Investigate initial estimates and design for library restroom renovations and water filling stations
 - Improve aesthetics, comfort, and access in library study rooms
 - Improve lighting
 - Resolve 2019 Accessibility Scan non-capital action items

- **Introduce infrastructure changes leading to increased staff efficiencies and/or improved patron service levels.**

- Logistics planning for RFID (Radio Frequency ID) implementation (project timeline, staff needs, quotes)
- Logistics planning for reference desk redesign (design, company selection, quotes, project timeline)

Services - Strategic Initiative

GOALS AND ACTION ITEMS

- **Place strong focus on programs and resources for children, especially related to early literacy.**

- Offer year-round story times for a variety of age groups
- Provide programming for school-aged children with a focus on Science, Technology, Engineering, Arts, and Mathematics (STEAM) concepts
- Continue categorization of children's collection to align with school libraries
- Include technology in storytime programming

- **Provide engaging services and programming to attract young adults. Enhance Library potential as a study and collaborative learning center for teens.**

- Implement structured plan for continual young adult feedback
- Offer programming with STEAM concepts for young adults
- Analyze data from Young Adult Needs Assessment

- **Develop innovative and appealing programming plus enhance existing services, for a wide range of adults.**

- Increase the amount of hands-on adult programming offered (craft, arts, and activities)
- Create programming targeted towards patrons in their 20s-30s
- Explore virtual reality technology for programming opportunities
- Explore creating a lecture series
- Investigate potential expansion of deposit collections to additional senior living facilities
- Explore homebound delivery services

- **Develop all staff by providing access to high-quality professional development and continuing education opportunities.**

- Investigate developing a patron and staff skills program on Overdrive/Libby
- Reference staff receive expert training on Overdrive/Libby
- Introduce regular circulation staff meetings and training
- Provide annual staff training sessions
- Provide access to memberships in professional organizations
- Provide access to online and offsite training

- **Engage well-trained staff to grow and maintain a balanced and relevant collection in a variety of formats, print and otherwise. An ever-evolving collection serves to educate, enrich, and entertain patrons of all ages. We consistently explore innovative materials to meet the need of the public.**

- Routinely assess and remove outdated materials to keep the collection up to date
- Analyze circulation trends to identify borrowing habits and provide relevant collections
- Utilize professional literature as purchasing aids to provide a well-rounded and current collection
- Research the current and upcoming technology formats to provide the most up to date materials to reflect user needs
- Regularly update the online catalog through record creation from new purchases
- Process new materials to allow for shelf-ready status
- Investigate future of audio book formats (CD vs PlayAways vs Other) to determine best option for patron experience

- **Analyze how Muskego Public Library services reach our patrons. Reduce or remove barriers to Muskego Public Library services access.**

- Investigate making one study room available for reservations
- Reduce local holds by establishing purchasing thresholds for popular items
- Investigate offering online chat reference through instant messaging platform
- Explore creation of a Community Corner (drop off donation site for patrons)
- Investigate in partnership with the Bridges Library System video tutorials on Overdrive, Libby, online catalog, online card account for patrons
- Work on mobile app development planning with Bridges System
- Investigate grace period for fines and/or additional fine forgiveness days
- Investigate accepting credit card/debit cards for payment transactions at service desks

Communication and Outreach - Strategic Initiative

GOALS AND ACTION ITEMS

- **Increase awareness and communication regarding Library resources, services, programs, and opportunities.**

- Update Communication and Marketing Plan to support the 2020-2023 Strategic Plan
- Increase awareness and visibility of Muskego Public Library email communications
- Implement texting for library communications where possible
- Review all Muskego Public Library Board Policies and Bylaws and identify gaps
- Review, update, and train on all Muskego Public Library emergency procedures
- Improve patron feedback processes (i.e. upgrade comment card box, create online forms for feedback and meeting room requests)
- Review records retention schedule
- Evaluate additional ways to market adult movie and documentary screenings
- Investigate ways to have the library's program notifications become text notifications through Civic Plus
- Assess how to digitize and send Muskego Public Library historical newspaper holdings to State Historical Society
- Review strategic statements for improvement: mission, vision, values

- **Collaborate and build partnerships with schools, non-profits, businesses, organizations, and community groups to expand service capacities and increase engagement with the Library.**

- Evaluate reach and service of deposit collections

- **Increase Muskego Public Library advocacy and secure funding resources to maintain desired service levels.**

- Build a grant/donor spreadsheet tracker
- Support Friends in developing fundraiser planning initiatives
- Follow and remain involved with the Public Library System Redesign Process
- Work with the Friends to investigate an appropriate planned giving opportunity
- Library staff and Library Board Trustees participate in legislative advocacy events