



To: Kaukauna Public Library Board of Trustees  
From: Library Director Ashley Thiem-Menning  
Date: 1/20/2022  
Re: Strategic Plan Update

Assistant Director Schneider and I have been meeting with Mia Ljung regularly as the plan is coming closer to completion. The entire committee will meet again in late January to go over what we have come up with so far. Most of the written plan is complete, and many comparison graphs have been generated. We looked at library budget data from 2010-2021 and compared our 2019 (most recently released DPI data) benchmarks in comparison with the four other libraries closest to us in population served in the state.

Using the patron survey results and our desire to meet the minimum benchmarks of Wisconsin Library Standards, I have identified five goals for us for 2022-2026. Those goals are to increase digital and physical collections, increase staff, increase hours, increase programming, and increase marketing.

The full time staff met to go over a new tagline, mission statement, vision statement and values. We are looking for Board feedback on what we have come up with so far for these and then we will also take them to the larger strategic planning group for input.

Tagline:  
Educate. Inspire. Connect.

Mission:  
The purpose of the Kaukauna Public Library is to offer free materials, services, and programs that educate, inspire, and connect individuals and the community.

Vision:  
The Kaukauna Public Library will be a welcoming space, offering accessible and inclusive services to our community to connect and engage with them as a trusted resource. The library strives to be a community leader in supporting the growth and development of individuals as a whole, recognizing the importance of literacy and lifelong learning, as well as mental, emotional, social, and physical wellbeing.

Values:  
Inclusive- our library is for everyone.  
Accessible- by removing barriers.  
Community- to connect people.  
Imaginative- inspiring creativity and growth.  
Trusted- be a respected resource.

Knowledgeable- support lifelong learning.

Our goal is to get the draft plan to you no later than the March meeting. We have identified that there will probably be at least two different versions of the plan. One will be a simple and straightforward plan for quick public consumption and the other a more detailed version for the Library Board, Council, and serious library enthusiasts.

