

2025 Strategic Plan Activities

STRATEGIC GOAL 1 Building Toward the Future

- Develop spaces that fit the diverse and ever-changing needs of our community
 - *Prepare a plan for library operations during phase three of the renovation.*
 - *Continue to keep the public updated on the progress of the renovation.*
 - *The library board will assist the director in exploring appropriate pay scales and staffing levels needed to efficiently meet community needs in the newly renovated library.*

STRATEGIC GOAL 2 Center for Learning and Connecting

- Increase inclusivity and access to services and resources that the library provides
 - Complete a diversity audit of the collection with the assistance of Bridges system staff. **DONE**
 - *Add pictographs to signage to make it more inclusive.*
- Provide programming and collections that appeal across segments of the Whitewater community
 - *Reintroduce the Winter Reading Program.* **DONE**
 - *Create a display for the Library of Things in the newly renovated library.*
 - Schedule weekly social media posts from Library Aware. **ONGOING**
 - *Plan a grand opening event.*
- Provide welcoming, safe, and comfortable spaces throughout the library, both in the physical library and virtual library spaces
 - *Provide staff training to become an Affirming Space for our LGBTQIA population during phase three of the renovation.*
 - Create a dedicated space on our website for our full land acknowledgment statement that includes information and links to local First Nations history, book lists from our collection and current issues for further research and education. **DONE**
 - *Complete a digital transition of the library's current website to a Bridges Library System supported platform.*

STRATEGIC GOAL 3 Engaging and Effective Communication

- Increase awareness of all the library does and offers
 - *Create a library newsletter that patrons can opt in to.* **DONE**
 - *Create a welcome email inviting patrons to register for further newsletters.* **DONE**
 - *Table at two community events to promote library collections and services.*
- Share community stories to highlight the needs and opportunities in Whitewater
 - Share social media posts from vetted community organizations on our Facebook page. **ONGOING**
- Develop library advocates to promote the value of the library
 - *Collaborate with the new city media coordinator to create two library PSAs, one for the Makerspace and one for the Library of Things.*

STRATEGIC GOAL 4 Strengthening Partnerships

- Cultivate partners to support the library's mission
 - Create a plan to renew and revitalize the Friends of the Library.
 - ~~*Provide space for Jorge to host citizenship classes. This has been tabled until construction is complete.*~~
- Create an environment to help other groups and organizations find ways to collaborate
 - *Develop and approve partnerships policy and guidelines.* **DONE**
 - *Offer tours of the renovated library to various community groups, highlighting the benefits of our space and resources to their mission.*
- Partner with schools and other organizations and groups to provide safe spaces and learning opportunities for school age children in the community.
 - Provide information on library services and programs through tabling at 4K registration and general school registration.
 - *The Director, Youth Services Librarian, and Programming and Makerspace Librarian will meet with school representatives to brainstorm ideas for outreach to the district.* **DONE**
 - *Complete the first year of processing opt-in card applications through the WWUSD online registration platform.*
- Explore ways to increase engagement and involvement in the city
 - *Participate in the city's leadership committee.* **ONGOING**
 - *Engage in 1-2 safety trainings provided by the police department, EMS, or fire department.* **DONE**
 - *Plan an open-house for other city departments once library construction has been completed.*