

2026 Strategic Plan Activities

STRATEGIC GOAL 1 Building Toward the Future

- Develop spaces that fit the diverse and ever-changing needs of our community
 - 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. ONGOING
 - *Complete the operations analysis with McMahon Associates* DONE
 - *Add additional activities, games, and books in the Teen Room* DONE
 - *Provide programming in our outdoor spaces* DONE
 - *Create a permanent story walk in the new outdoor space* ONGOING

STRATEGIC GOAL 2 Center for Learning and Connecting

- Increase inclusivity and access to services and resources that the library provides
 - *Add pictographs to signage to make it more inclusive* DONE
 - *Collaborate with our graduate student intern to complete digitization project that will provide access to archival materials* DONE
- Provide programming and collections that appeal across segments of the Whitewater community
 - *Introduce experience passes* DONE
- 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 our Fall Inservice day.* ONGOING

STRATEGIC GOAL 3 Engaging and Effective Communication

- Increase awareness of all the library does and offers
 - *Schedule weekly social media posts from Library Aware.* DONE
- Share community stories to highlight the needs and opportunities in Whitewater
 - *Share social media posts from vetted community organizations on our Facebook page* DONE
- Develop library advocates to promote the value of the library
 - *Continue to work with the Friends of the Library to fundraise and promote library programs and services* DONE

STRATEGIC GOAL 4 Strengthening Partnerships

- Cultivate partners to support the library's mission
 - *Work with the Arts Alliance to facilitate the annual storytelling festival* **DONE**
 - *Work with the Tree House Organization to provide programs for families including one in Spanish* **DONE**
 - *Partner with Associated Bank to do a bilingual storytime* **DONE**
- Create an environment to help other groups and organizations find ways to collaborate
 - *Offer tours of the renovated library to various community groups, highlighting the benefits of our space and resources to their mission* **DONE**
- 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* **DONE**
 - *Complete the second year of processing opt-in card applications through the WWUSD online registration platform* **ONGOING**
 - *Provide space for the WWUSD alternative program* **DONE**
- Explore ways to increase engagement and involvement in the city
 - *Participate in the city's leadership committee* **DONE**
 - *Plan an open-house for other city departments once library construction has been completed.* **ONGOING**
 - *Host the City Gala at the library and participate in the planning committee* **DONE**