

2023 Strategic Plan Activities

STRATEGIC GOAL 1 Building Toward the Future

- Develop spaces that fit the diverse and ever-changing needs of our community
 - Engage the community in fundraising for the capital campaign-**Completed**

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-**Bridges has purchased auditing software. Deana will be attending a training on its use in January, 2024. This activity will carry over to next year.**
- Provide programming and collections that appeal across segments of the Whitewater community
 - Create a winter outdoor equipment collection for our Library of Things-**Completed.**
 - Print monthly book lists from Library Aware and make them available in the Youth Services Department-**Completed. This activity has been ineffective and will be discontinued.**
 - Schedule weekly social media posts from Library Aware-**Completed and will continue in 2024.**
- Provide welcoming, safe, and comfortable spaces throughout the library, both in the physical library and virtual library spaces
 - Set up a HappyLight on a dedicated table next to an outlet through March-**Completed.**
 - Identify our library with a visual indicator as an Affirming Space for LGBTQIA teens-**In progress. LGBTQIA flags are displayed in the young adult area, but staff has yet to complete training to be an Affirming Space.**
 - Provide 1-2 inclusive events for LGBTQIA youth-**Completed.**
 - 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-**In Progress. This activity will carry over to next year.**

STRATEGIC GOAL 3 Engaging and Effective Communication

- Increase awareness of all the library does and offers
 - Film Summer Reading Program promotional video-**Completed.**

- Share community stories to highlight the needs and opportunities in Whitewater
 - Share social media posts from vetted community organizations on our Facebook page-**Completed and will continue next year.**
- Develop library advocates to promote the value of the library
 - Within the framework of the capital campaign, recruit community members to be library advocates-**Completed.**

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-**In progress. This activity will carry over to next year.**
 - Collaborate with the Andersen Library archives on a presentation to highlight our collections to family history researchers-**This was not completed.**
- Create an environment to help other groups and organizations find ways to collaborate
 - Revise the library's meeting room policy to accommodate new uses of meeting spaces in the expanded and renovated library-**Completed.**
- Partner with schools and other organizations and groups to provide safe spaces and learning opportunities for school age children in the community.
 - Provide opportunities for students in the district to visit the library and explore resources-**In progress. Sarah hosted two Key Club meetings at the library that were not attended. A visit from Lakeland School was cancelled last minute due to busing issues. A visit from ELL students was very successful, with many of the students registering for library cards.**
 - Provide information on library services and programs and registering eligible children for the Dolly Parton Imagination Library through tabling at 4K registration and general school registration-**Completed.**
- Explore ways to increase engagement and involvement in the city
 - Have the police department provide active shooter training for staff on staff training/work day in April-**Completed.**
 - Continue to work with the city clerk on the city archives access project as her time permits-**This activity has been paused until both the new city clerk and the new library director are acclimated.**