

2024 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 the renovation.*
 - *Prepare a plan 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.*

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.
- Provide programming and collections that appeal across segments of the Whitewater community
 - *Reintroduce the Winter Reading Program.*
 - *Create a display for the Library of Things.*
 - Schedule weekly social media posts from Library Aware.
- 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.*
 - 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.

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.*
 - *Create a welcome email inviting patrons to register for further newsletters.*
- Share community stories to highlight the needs and opportunities in Whitewater
 - Share social media posts from vetted community organizations on our Facebook page.

- 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.***
- 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.***
- Explore ways to increase engagement and involvement in the city
 - ***Participate in the city's leadership committee.***
 - ***Engage in 1-2 safety trainings provided by the police department, EMS, or fire department.***