

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. Complete the operations analysis with McMahon Associates*
 - *Add additional activities, games, and books in the Teen Room.*
 - *Provide programming in our outdoor spaces*
 - *Create a permanent story walk in the new outdoor space*

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.*
 - *Collaborate with our graduate student intern to complete digitization project that will provide access to archival materials*
- Provide programming and collections that appeal across segments of the Whitewater community
 - *Introduce explore passes*
 - *Add two to three items to the Library of Things collection*
 - *Analyze and add an additional 5% of items to the Spanish collection, especially youth graphic novels and the Hi-Lo youth materials*
- 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.*

STRATEGIC GOAL 3 Engaging and Effective Communication

- Increase awareness of all the library does and offers
 - *Schedule weekly social media posts from Library Aware.*
- 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
 - *Continue to work with the Friends of the Library to fundraise and promote library programs and services*

STRATEGIC GOAL 4 Strengthening Partnerships

- Cultivate partners to support the library's mission
 - *Work with the Arts Alliance to facilitate the annual storytelling festival*
 - *Work with the Tree House Organization to provide programs for families including one in Spanish*
 - *Partner with Associated Bank to do a bilingual storytime*
 - *Partner with the UW-Whitewater for Community-based Learning program*
- 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.*
- 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.*
 - *Complete the second year of processing opt-in card applications through the WUSD online registration platform.*
 - *Provide space for the WUSD alternative education program*
- Explore ways to increase engagement and involvement in the city
 - *Participate in the city's leadership committee.*
 - *Plan an open-house for other city departments once library construction has been completed.*
 - *Host the City Gala at the library and participate in the planning committee*