



LAKE GENEVA
PUBLIC LIBRARY



Strategic Plan

2024-2026

Introduction

In 2023, Lake Geneva Public Library, with stakeholders across and beyond the Lake Geneva community, engaged in a strategic plan evaluation and refresh process. The process assessed and evaluated progress on the library’s previous plan and inspired new directions for the library in the upcoming three years.

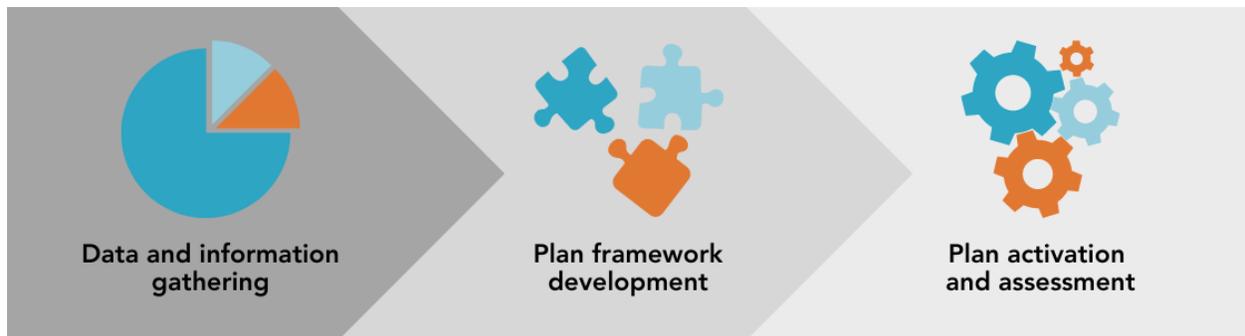


A planning team composed of library staff, representatives of the Library Board of Trustees, representatives from the Friends of the Library Board, and community volunteers oversaw the process, with facilitation by consultants from WiLS (Wisconsin Library Services).

The previous iteration of the strategic plan (2019-21) may be viewed [here](#) or via the library’s website.

Overview of the 2023 Evaluation & Refresh Process

The process had three main phases:



Lake Geneva Public Library employed a robust community engagement strategy during the data and information gathering phase. Hundreds of community members in and outside Lake Geneva contributed their time and ideas through a community survey, stakeholder focus groups, and community conversations.

The strategic planning team reviewed the following data sets to make decisions about what to include in the next iteration of the strategic plan:

- Community demographic information from the United States Census and the American Community Survey
- Department of Public Instruction Public Library Annual Report data
- Results from a community survey taken by over four hundred community members representing regular, infrequent, or non-library users
- Notes from three focus groups conducted with library stakeholders, including library staff, the Library Board of Trustees, and the Friends of the Library Board
- Two community conversations, composed of residents and people from outside of Lake Geneva
- A worksheet reflecting on the previous strategic plan (2019-21), detailing specific activities or projects to gauge progress on the plan's goals and strategies



Discoveries & Takeaways

The data and information gathered revealed that the library made progress on all the goals of the previous strategic plan.



In terms of new priorities, ideas, and suggestions generated during the 2023 process, key takeaways included:

1. Expanding the library's offsite presence for easier access to materials and other resources
2. Assessing and adjusting the library's communication strategy to inspire discovery and advocacy

3. Investing in partnerships and connections with organizations and community members for deeper engagement over time
4. Strategically growing the library's capacity through people power and funding

These takeaways informed a refreshed set of strategies situated within the plan's existing framework of a mission, five themes, and five goals.



Minor changes were made to other framework components. The BUILDING theme was updated to SPACES to better represent the multifaceted concept of where "the library" exists and how people interact with it. As such, the goal of "Enhance the physical space of the library" was updated to "Enhance the library's physical and virtual spaces."

The goal of "Expand library outreach within the community" was reworded to "Expand the sense of community attachment to the library" to reflect the library's commitment to embedding in and being embraced by and beyond the Lake Geneva community.

The fully updated framework may be found [here](#) or on the library's website.

Next steps

Over the next three years, the Lake Geneva Public Library will work internally and externally with community members to make progress on the goals of the strategic plan. To consistently assess progress and to thoughtfully allocate resources, library representatives will engage in an Activation and Assessment exercise to identify ways to measure progress and prioritize the work.

To fully implement and activate the plan, a standing strategic planning committee will employ regular check-ins and provide updates to ensure that the strategic plan remains top of mind and activated among library staff and other stakeholders.



Acknowledgments

The library wishes to thank the hundreds of people who spent time answering survey questions, discussing community priorities in community conversations, and participating in focus groups.

Special thanks are due to the strategic planning team, who devoted many hours to the process and to identifying directions and priorities for the library in the upcoming three years.

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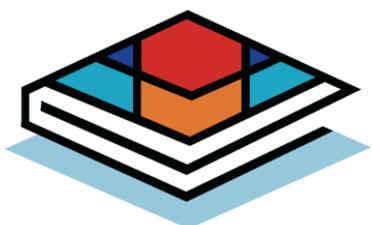
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