



LAKE GENEVA PUBLIC LIBRARY

STRATEGIC PLAN: 2019-2021

OUR VALUES

The Lake Geneva Public Library is committed to upholding the following values:

- Service to the Community
- Intellectual Freedom
- Access to Information
- Lifelong Learning

OUR MISSION & THEMES



OUR GOALS	OUR STRATEGIES
<p>Increase awareness of the resources the library offers to the community.</p>	<ul style="list-style-type: none"> ■ Implement campaign to attract individual and organizational library users, including a social media campaign focused on increasing engagement ■ Extend reach of online communications from the library ■ Conduct a communications audit to determine strengths and areas for improvement and implementation ■ Conduct a 2019 patron survey to gauge patron satisfaction and plan for the future ■ Expand communication and public relations strategies to publicize new developments and activities ■ Increase presence at community events ■ Leverage community partnerships to develop relevant programming ■ Develop methods for increasing communications in Spanish
<p>Enhance the physical space of the library.</p>	<ul style="list-style-type: none"> ■ Implement changes to the locations of collections, library furniture, and shelving to increase functionality of using the library ■ Develop multi-year capital improvement plan to preserve and enhance patron access. ■ Update aesthetics to make the library an attractive destination ■ Create a children’s programming area ■ Create designated quiet spaces within the library interior ■ Evaluate technology resources for public use on an ongoing basis
<p>Improve convenience of accessing library resources.</p>	<ul style="list-style-type: none"> ■ Evaluate and adjust hours of operation to meet community demand ■ Evaluate ability to increase compliance with the Americans with Disabilities Act ■ Improve signage to more effectively communicate locations of collections and areas of the library
<p>Expand library outreach within the community.</p>	<ul style="list-style-type: none"> ■ Partner with schools, nonprofit organizations, and service organizations to reach underserved community members, including Spanish-speaking individuals and families and individuals with mobility challenges ■ Develop creative partnerships to enhance summer reading program ■ Develop programming to increase collaboration with business community, such as collaborative reading programs and recognition of business support ■ Consider options for 24/7 vending or lockers ■ Determine feasibility of utilizing bookmobile ■ Deepen partnership with the City of Lake Geneva
<p>Strengthen the capacity of the library to serve the community.</p>	<ul style="list-style-type: none"> ■ Develop formal process for ongoing planning and evaluation, aligning with Wisconsin Department of Public Instruction standards ■ Promote organization and governing structures of library and its auxiliary organizations’ alignment with best practices ■ Coordinate resource development and communications involving the Board of Trustees, Friends of the Library and Library Foundation ■ Develop a fundraising plan for enhanced Library programs, services, and facilities ■ Support communication channels among boards to improve internal collaboration ■ Consider long-term strategy for board succession ■ Increase participation in professional development opportunities for staff and trustees ■ Advocate for improved library standards and funding