

October 22, 2024

To: Library Board of Trustees
From: Bruce Gay
Re: Summary of progress on 2024 Director Goals

Below I try to summarize progress on the 2024 SMART goals the board approved for me this year. I'm happy to answer questions and hope this helps with any future goal setting.

1. Determine and implement a process to evaluate the library's 2020 organizational restructuring to evaluate successes and failures to improve library operations by the end of 2024.

Summary: A full review of the organizational restructuring was completed in June through a staff survey and manager interviews. I reported out about the evaluation during the August board meeting.

2. Develop a plan to create a structure that promotes long-term community financial support for future capital projects and a possible library endowment by the end of 2024.

Summary: A substantial amount of my time has been spent on planning and starting an endowment through the WCCF. We've designed a brochure for the endowment and developed a plan for soliciting donations. Using the capital campaign donor list, we've reached out to existing donors several times already in 2024 through email and plan an "ask" later in November.

3. Generate support for the library by speaking at different community gatherings and during library programs, working to increase the numbers of library volunteers and Friends.

Summary: I've made presentations during the last year at the Bridges Trustee Appreciation event, several Waukesha Reads events, two tours during Waukesha Unlocked, two separate Parks and Recreation tours of the library, Common Council presentation, and at Library Legislative Day. The library has increased the number of



321 WISCONSIN AVE. WAUKESHA, WI 53186-4173
262-524-3680 • WaukeshaPublicLibrary.org

volunteers during the year and has more ambitious plans in 2025—a staffing change slowed that process this year. Friends membership has increased slightly; the Waukesha Reads sponsorship program brought them good publicity that may help increase numbers in the future.