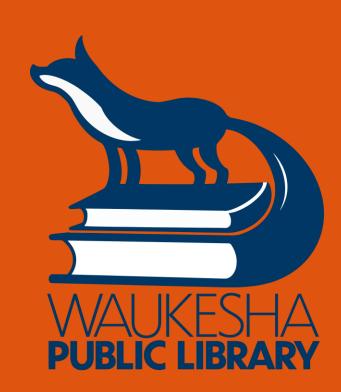
December 2025 Update

Waukesha Public Library

Strategic Plan 2024-2028



Reminder: Implementation

IDENTIFY

/

WPL Team will identify and track three projects a year tied to strategic goals

COMMUNICATE

Twice a year check ins (May and Staff Ed Day), THAMs, and Happs emails will provide avenues to share progress

CELEBRATE

Prioritize celebrating project completion and "bringing it back to" the strategic plan

Look for the green boxes in this presentation for the targeted projects





A Pillar of Community Enrichment and Collaboration:

Be a vibrant hub that fosters literacy, learning, and connections and supports a thriving civic life for our entire community.

Align

Align services, staff skills, and resources with the needs of the community.

) Increase

Increase

Increase inclusivity and access to services and resources by removing unnecessary barriers and facilitating positive interactions.

 03^{B}

Build

Build our presence outside the library and develop partnerships that strengthen our capacity to engage all in our community.





A Pillar of Community Enrichment and Collaboration:

Be a vibrant hub that fosters literacy, learning, and connections and supports a thriving civic life for our entire community.

Align

Align services, staff skills, and resources with the needs of the community.

Projects

Develop Lucky Day Collection

Create a year-round reading challenge

Promote and manage a set of new library initiatives, throughout several departments, promoting and emphasizing the importance and value of books and reading.

Update:

- ✓ Lucky Day Collection
- ✓ Discover the Cover
- ✓ Launched Letters from Lit Lounge ✓ Readers Advisory focused
- ✓ Staff Book Club
- ✓ Mandatory NoveList Plus Training
- ✓ THAM Book tasting

- ✓ Year-Round Reading Challenge Planned for 2026
- ✓ Readers Advisory focused Staff Ed Day Speaker



Goal 2:

A Community-Supported Resource:

Activate and engage the community to support the library's mission and evolving community needs.

Activate

Activate library champions throughout our community, including Friends of WPL, library volunteers, and community advocates, to support programming, innovative services, and our mission.

Establish poor

Establish necessary structures to support the fiscal sustainability of library activities.



Goal 2: A Community-Supported Resource:

Activate and engage the community to support the library's mission and evolving community needs.

Activate

Activate library champions throughout our community, including Friends of WPL, library volunteers, and community advocates, to support programming, innovative services, and our mission.

Project

Explore how best to activate library champions using already existing contacts with the Friends, library volunteers, high-use patrons, previous donors, and other stakeholders.

Update:

- ✓ December 9 Library Insiders Program
- ✓ The library has increased contact with each of the above-named groups in 2025.



Goal 2: A Community-Supported Resource:

Activate and engage the community to support the library's mission and evolving community needs.

Act

Activate

Activate library champions throughout our community, including Friends of WPL, library volunteers, and community advocates, to support programming, innovative services, and our mission.

02

Establish

Establish necessary structures to support the fiscal sustainability of library activities.



Goal 2: A Community-Supported Resource:

Activate and engage the community to support the library's mission and evolving community needs.

Establish

Establish necessary structures to support the fiscal sustainability of library activities.

Project

Continue efforts to raise awareness of the library's endowment fund with at least four endowment activities during 2025.

Update:

- ✓ Annual report mailed
- ✓ Fundraising Subcommittee formed
- ✓ Matching campaign
- ✓ Quad Graphics MakerSpace sign completed
- ✓ Holiday Card Mailing
- ✓ This year the donor base grew through the matching campaign, bringing in over 60 new donors to our database.



Goal 3: A World-Class Library:

Continuously assess and improve the appeal, usability, and overall condition of the building, inside and out, to be as welcoming and accessible as possible.

01

Improve Appeal

Improve the appeal, accessibility, and safety of the library's spaces, resulting in increased visits and the ability for customers to find what they need when they need it.

02

Improve Spaces

Improve existing spaces by identifying key community and staff needs and implementing necessary changes and updates.



Goal 3: A World-Class Library:

Continuously assess and improve the appeal, usability, and overall condition of the building, inside and out, to be as welcoming and accessible as possible.

01

Improve Appeal

Improve the appeal, accessibility, and safety of the library's spaces, resulting in increased visits and the ability for customers to find what they need when they need it.

Project

Facilitate the installation of a new HVAC system

Update:

✓ In progress



Goal 4: A Culture of Excellence:

Support our staff with tools, innovations, professional development, and leadership that creates an atmosphere where staff respond to and respect all patrons and their evolving needs.

01

Continuously Enhance

Continuously enhance the professional development framework and system, fostering a healthy culture that promotes individual growth.

02

Continuously Seek Out

Continuously seek out and implement tools and innovations to support staff and public needs.

Goal 5:



An Increased Awareness of All We Do and Offer:

Identify and implement strategies to best promote and communicate the library's vision and mission, foster a strong connection between the library and our community, and make staff more confident in sharing our library story.

Develop

Develop and support a strategic vision for marketing and promoting the library.

02

Increase

Increase staff awareness and participation in marketing and communication efforts

03

Grow

Grow community participation in library communication and promotion efforts.

Goal 5:



An Increased Awareness of All We Do and Offer:

Identify and implement strategies to best promote and communicate the library's vision and mission, foster a strong connection between the library and our community, and make staff more confident in sharing our library story.

03

Grow

Grow community participation in library communication and promotion efforts.

Project

Marketing campaign with multiple library card designs

Update to Come

✓ Three new library cards designed