

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

Goal 1:

## A Pillar of Community Enrichment and Collaboration:

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

01

### **Align**

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

02

### **Increase**

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

03

### **Build**

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

## Goal 1:

# A Pillar of Community Enrichment and Collaboration:



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fosters literacy, learning,  
and connections and  
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community.

01

### 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
- ✓ 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:

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

01

**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:

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

#### Activate

01

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.

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02

**Establish**

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

## Goal 2:

### A Community-Supported Resource:

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

#### Establish

02

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:

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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:

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01

### **Improve Appeal**

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### **Project**

Facilitate the installation of a new HVAC system

### **Update:**

✓ In progress



## Goal 4: A Culture of Excellence:

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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:

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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.

01

#### **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:

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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