

**WEST ALLIS PUBLIC
LIBRARY
STRATEGIC PLAN
2017-2018**

*Fostering an Educated,
Engaged, Enriched Community*

WEST ALLIS PUBLIC LIBRARY
7421 W. National Ave.
West Allis, WI 53214
(414) 302-8503

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INTRODUCTION

The West Allis Public Library Board of Trustees has adopted this two-year Strategic Plan to help guide the West Allis Public Library (the Library) forward with the goal of providing the best possible services for the citizens of the community.

Developing the plan involved input from Library staff and Library board members, and patron requests and recommendations. Standard resources such as the Wisconsin Public Library Standards were consulted. SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis strategies were used to aid in assessing where the Library needed to improve as well as where services currently excel.

The resulting document aims to propel the Library forward with a solid foundation towards quality library services for West Allis, and appreciation is extended to all who worked on this important project.

WEST ALLIS PUBLIC LIBRARY MISSION STATEMENT:

The West Allis Public Library is committed to providing the community access to materials, quality services and technology that inspire lifelong learning and personal and professional enrichment.

WEST ALLIS PUBLIC LIBRARY VISION STATEMENT:

Fostering an Educated, Engaged, Enriched Community

Service Response 1 – Facilities

- Goal:

Ensure City Capital funding for HVAC improvements are secured and work completed by 2018

Objective: Original Library HVAC is twenty-seven years old and requires updating. Estimated \$300,000 capital outlay for the work must be secured and work completed by end of 2018.

- Goal:

Continue to coordinate window replacement schedule with DPW's Building and Signs Division

Objective: Monitor facility window replacement with an estimated six to eight windows replaced annually.

- Goal:

Work with City of West Allis officials and the community to place the Library as a primary focus of the National Avenue Corridor Improvement plan scheduled to begin in 2018

Objective: Large improvement plan set for 2018 on the National Avenue Corridor between S. 76th street East to S. 70th Street. Library should act as a centerpiece for the Corridor design implementation.

- Goal:

Explore the possibility of purchasing and implementing outdoor signage that will inform/benefit users and provide an additional marketing function

Objective: Work to implement improved dynamic signage in the front of the building and along the National Avenue Corridor.

- Goal:

Evaluate building security and implement change where necessary and as funding will allow

Objective: Explore the possibility of expanded security for the building in terms of possible utilization of access control for the staff entrance and additional security camera implementation.

- Goal:

Review and possibly reassess DVD and CD shelving arrangements

Objective: Creatively re-evaluate the current shelving and CD arrangement in the Adult Services and Children's Departments in order to best arrange the large media collection in the most pleasant, and easily accessible presentation possible.

Service Response 2 – Administration

- Goal:

Monitor an increased efficient ordering and processing of materials by staff to improve accessibility of materials to the customer

Objective: Library Director and supervisors research the need for an enhanced ordering and processing system so that materials are made available to customers in the timeliest manner.

- Goal:
Stay abreast of Milwaukee County Federated Library System (MCFLS) governance/reciprocal issues as well as the State Public Library System redesign project

Objective: Advocate for equitable governance within the Milwaukee County Federated Library System, and keep engaged with the ongoing State Public Library System redesign project – assessing how that initiative may impact the Library.

- Goal:
Staff training and in-service opportunities

Objective: Identify and facilitate staff training and in-service opportunities that will assist staff and benefit library services to the community.

Service Response 3 – Technology

- Goal:
Explore use of in-house tablets to enhance user satisfaction and assist staff

Objective: Research, discuss and determine if and how the uses of in-house tablets are applicable and would improve services to Library users.

- Goal:
Work to improve communications with the City IT liaison in order to improve efficiencies and faster resolution to related technological issues

Objective: Work to improve communication between staff and the City Information Technology Department so that the best interests and needs of the community are met.

- Goal:
Purchase and install electronic device charging stations in public areas of the building

Objective: Purchase and implement electronic device charging stations for the public to use in key areas of the building.

- Goal:
Improve Library web site presence guaranteeing a more dynamic interface

Objective: Research and implement a more dynamic Library web site allowing for an improved web presence.

- Goal:
Implement a cost effective and practical print management software system for public use computers

Objective: Work with City Information Technology to fund, purchase and facilitate a public use printing software system that combines practicality with the needs of Library users.

Service Response 4 – Programming

- Goal:

Continue to experiment with and expand new programming opportunities while strengthening successful ones for Children's, Teen and Adult programming alike

Objective: Explore programming initiatives that fulfill the needs of the community and act to enhance the Library as the Community Center of the City.

- Goal:

Create an active and sustained Teen Advisory Board.

Objective: Encourage teens and "tweens" to become involved in young adult related services and build upon integrated programming ideas to attract users in the teen and "tween" age groups.

Service Response 5 – Customer Focus

- Goal:

Increase public awareness of the variety of services available at the Library through improved marketing strategies

Objective: Investigate and enable improved marketing techniques that will result in a more advanced profile for the Library and services that the organization provides to the community.

- Goal:

Expand outreach opportunities as budget/staffing will allow

Objective: Study opportunities where the Library may positively impact the community and improve the prominence of the Library through expanded outreach.

- Goal:

Improve services to bilingual customers and celebrate diversity of clientele.

Objective: Continue to be cognizant of public library needs for bilingual and non-traditional users of the Library and welcome/celebrate the diversity of users.

- Goal:

The Library as the community center where ideas and information are cultivated and exchanged

Objective: Promote the Library as the Community Meeting Place where all ideas and opinions are accepted and exchanged.

- Goal:

Work with local schools to better convey available services to children and young adults

Objective: Continue to improve relationship with West Allis-West Milwaukee Schools and coordinate Library outreach and other opportunities at area schools.

- Goal:

Continue to investigate expanded service hours.

Objective: Monitor and study the possibility of increased hours of operation for the Library.

Service Response 6 – Resources

- Goal:

Awareness of ever-changing nature of media formats, and potential for expanded streaming services

Objective: Keep updated on state-of-the-art technologies so the Library can best prepare to fund and implement in-demand services to the public.

- Goal:

Continue to identify and fund online services that fulfill the needs and expectations of the community

Objective: Explore database and other format services and implement as community demand warrants.