

Strategic Plan Goals and Activities 2020-2023

Library Environment:

GOAL = Create a welcoming and safe environment that results in high satisfaction

Activities:

- Devote a section of exterior for use as a Library Garden which volunteers maintain
- Continue to advocate for additional hours of operation on Tuesday and Thursday mornings
- Purchase and install digital sign on National Avenue side of building
- Improve signage throughout the building
- Explore opportunities to redesign and repurpose spaces throughout the library to meet the changing needs of the community
- Rename meeting rooms
- Work with the Department of Public Works to power wash the building's façade and remove gum residue at the concrete entrances

Library Collection:

GOAL = Strive to develop a diverse collection on all formats that satisfies users information, educational and entertainment needs

Activities:

- Display physical items using retail model
- Add additional Spanish language books
- Expand graphic novel and manga collection
- Continue to evaluate formats within the collection

Marketing:

GOAL = Promote our services to connect the Community

Activities:

- Continue to utilize Social Media platforms to better market available Library services and programs
- Use future digital signage to market services
- Promote the Library by continuing to be visible at community events
- Create innovative ways to market online resources
- Continue to seek funding for a full-time Marketing/Outreach Librarian
- Explore options for an official Library logo

Outreach and Programming:

GOAL = Engage the Community

Activities:

- Continue to nurture and develop partnerships with community entities
- Work to identify and expand innovative Library outreach opportunities and programming

- Research and consider revising times for programming to better engage our users
- Develop more vibrant Teen programming options
- Explore sensory friendly programs
- Present more author events and/or literary programming opportunities
- Develop new adult programming activities

Services:

GOAL = Anticipate needs of the user and strive for exceptional service to our community

Activities:

- Evaluate checkout policy to promote circulation
- Work to strengthen membership and advocate for the Friends of the West Allis Public Library
- Make brand items available for purchase at the Library
- Explore the viability of a “Fine Forgiveness” or amnesty program
- Improve services to homebound customers through increased and more personal interaction with Librarian staff
- Partner with appropriate City and Community stakeholders to successfully implement the Library as a Memory Café

The Library Team:

GOAL = Foster a dynamic, positive, and supportive community of colleagues driven to exceed our user’s expectations

Activities:

- Implement an annual Library Team In-Service day
- Consider a Library intranet
- Explore innovative and effective ways to foster staff engagement both professionally and personally

Technology:

GOAL = Remain responsive to the needs of our users and ensure that the proper tools for success and engagement are available

Activities:

- Install EnvisionWare time management public access software with built-in printing capabilities
- Replace public computer processors and keyboards
- Upgrade self-checkout stations to Windows 10 operating system and replace original printers
- Revise the public access catalog computer software and hardware set-up
- Explore installation of improved projector in Constitution Room and potential for a monitor in the Conference Room