



OPENING DOORS FOR CURIOUS MINDS

**A STRATEGIC PLAN FOR THE
WAUNAKEE PUBLIC LIBRARY
2014 - 2018**

OPENING DOORS FOR CURIOUS MINDS

Appreciation is extended to the following people for their contributions, hard work and dedication in creating this plan for the Waunakee Public Library:

Strategic Planning Committee

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Appreciation is also due to the hundreds of Waunakee area residents who participated in the plan through their attendance at focus groups, by completing a survey, and/or by participating in personal interviews that were conducted as part of the planning process.

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INTRODUCTION

The Village of Waunakee and the Waunakee Public Library recognize that a growing, thriving Waunakee community needs a 21st century library that opens doors for curious minds and enriches the lives of the residents of the Waunakee area. The strategic plan that follows embraces the growing importance of technology and digital resources, affirms the ongoing importance of books and other print resources, and emphasizes the important role the Library plays in stimulating creativity by bringing people together with ideas and with each other.

The availability of broadband Internet connectivity and the proliferation of laptop computers, smart phones, tablets and e-readers have caused some to question the relevance of public libraries. Recent research related to the market share of e-books and reader preferences paints a different picture. Studies indicate that we will likely be living in the world of “AND” rather than a world of “OR” (e-content AND print resources rather than e-content OR print resources) for many years to come. Both national and local statistics affirm these facts. Public library usage in America during the last decade has been higher than any time in the history of the institution. In Waunakee, the Public Library circulated 112,590 items in 1996. By 2012, the Library’s annual circulation total had grown to 266,720, an increase of 137%! This plan positions the Waunakee Library to meet the needs of both digital and print library users.

While the emergence of technologies will clearly continue to have an impact on the way new generations of readers, listeners and viewers acquire content, the public library service model of acquiring content (whether digital or print) once for the benefit of many is more vital than ever. The Library’s digital resources are expanding to meet this growing need. Furthermore, public libraries are increasingly serving as creative centers of community life where people of gather to interact with ideas and with each other.

The Waunakee Library is more vital than it has ever been. Developing children’s reading skills and providing opportunities for lifelong learning for people of all ages are essential to the development of a prosperous economy and thriving Waunakee community.

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THE PLANNING PROCESS

This Plan is the result of many months of hard work by a 21 member Strategic Planning Committee comprised of citizen representatives as well as Library Board Members and Library staff members. The Committee met on four occasions throughout the process.

The Committee considered a significant amount of information that came directly from residents of the Village and the surrounding area. A total of 362 individuals responded to a mail survey distributed to 1,200 randomly selected households. Another 247 residents participated through web-based surveys. Focus groups involving the public and staff netted another 76 and 12 participants respectively. A dozen local residents identified as having unique insights into the community were also interviewed.

The consultants who facilitated the development of the plan met with the Library three times during the planning process, met with Library staff to work on the development of a detailed action plan, held an open public session to gather comments on the draft plan, presented the draft plan to the Village Board at a public meeting and presented the completed plan to a meeting of the Waunakee Rotary Club.

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THE PLANNING FRAMEWORK



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OUR VALUES – WHAT WE BELIEVE

The Waunakee Public Library is guided by the following values in everything it does:

KNOWLEDGE – We believe that knowledge empowers people and transforms lives.

LIFELONG LEARNING – We believe that the Library offers resources, services and programs that encourage personal growth, intellectual stimulation and the professional development of individuals throughout their lives.

RESPECT – We respect the public and recognize that the people of Waunakee are not only our customers, they are the reason the Library exists. We provide quality services to all and treat everyone fairly and equally.

CREATIVITY – We believe that bringing people together with ideas and with each other invigorates the community and stimulates a creative economy.

INNOVATION – We are a learning organization that is not afraid to change in its pursuit of meeting community needs. We constantly reassess our services and methods and try to see ourselves through the public's eyes.

COLLABORATION – We strive to extend our reach and increase our effectiveness through collaborative partnerships and involvement in the life of the community.

JOY – We nurture the joy of reading, foster a love of learning and promote a literate community.

CIVIC ENGAGEMENT – We believe that providing opportunities for interaction between and among the people of Waunakee will build a more informed citizenry and a stronger community.

EXCELLENCE – We strive for the ideal outcome in everything we do.

EFFICIENCY – We strive to provide the taxpayer with exceptional value for their investment in the Library.

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OUR MISSION – WHY WE EXIST

The Waunakee Public Library opens doors for curious minds, nurtures learning, creates opportunities and enriches lives by bringing people and ideas together.

“I read a lot... I read mostly nonfiction because I always want to learn more about how the world works... and reading is how I learn best.”

Bill Gates



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**“Make no little plans.
They have no magic to stir men’s blood...
make big plans;
aim high in hope and work.”**

- Daniel Burnham

Daniel Burnham, the Chicago architect and visionary who challenged the “Windy City” to attempt and accomplish great things in the late 1890s and early 1900s, was not shy in setting high goals for his adopted city. Over 100 years later, the residents of Chicago are still enjoying the parks and buildings that resulted from his lofty aspirations.

In a similar way, the Waunakee Public Library needs to make bold plans for the future. Waunakee is already a thriving, vibrant community. The Village’s future looks bright indeed. However, investment in the future and quality of educational and cultural institutions are key elements that set extraordinary places apart from mundane communities. The Public Library is a critical institution that offers opportunity for all and enhances the quality of life enjoyed by the citizens of the Waunakee area. The strategic plan that follows attempts to set a course that ensures that Waunakee remains a vibrant, prosperous and thriving community.

OUR VISION – HOW WE SEE THE FUTURE

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We envision a vibrant, prosperous and connected Waunakee community that learns, grows and thrives together!



"A library outranks any other one thing a community can do to benefit its people. It is a never failing spring in the desert."

Andrew Carnegie

OUR STRATEGIES – HOW WE INVEST OUR RESOURCES



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We strategically invest our resources in six areas to create a library that fosters a vibrant, prosperous community.

- **Our Customers** – The people of the Waunakee area we exist to serve
- **Our Partners** – The local governments, the South Central Library System, schools, businesses and community organizations that share our vision for a vibrant, prosperous community
- **Our Resources** – The physical books and periodicals, non-print media, and a wide array of digital content the library offers to the public
- **Our Technology** – The technological infrastructure and tools that enable public access to digital content and facilitate creativity
- **Our Facility** – The physical spaces that support our vision of nurturing learning, creating opportunities and enriching lives
- **Our Staff** – The knowledgeable, friendly, professional workers who are dedicated to excellence in public service

OUR GOALS & STRATEGIES – HOW WE INVEST OUR RESOURCES

Goal 1: Fuel a passion for reading, personal growth and learning

- Our Customers
 - Create new readers
 - Maintain existing customer base of “traditional” users
 - Engage a new generation of technologically savvy potential library users
 - Offer enhanced programming for children, teens and adults both at the library and out in the community
 - Inform the public of the availability of relevant resources and services
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Rationale:

The future of Waunakee depends on an educated and innovative workforce. The Library plays a vital role in developing the next generation of readers and in offering opportunities for discovery and learning to residents of all ages.

Goal 2: Build partnerships that expand the Library's capacity to make a positive difference in people's lives

- Our Partners
 - Develop new strategic partnerships and strengthen existing relationships
 - Work with governmental entities to achieve sustainable levels of support
 - Seek supplemental funding (charitable donations, foundation funding, grants, etc.) to enhance the library's resources, technology, facilities and services

Rationale:

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The Library can accomplish far more working in collaboration with other organizations and with talented local residents than it can on its own. Building on existing strong partnerships with area schools and strengthening relationships with other organizations and individuals that share the Library's mission of creating opportunities and enriching lives is both cost-effective and highly productive.



Goal 3: Expand access to information and ideas

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- Our Resources
 - Maintain quality print collections
 - Enhance the availability of e-content
 - Enhance the Library's web-presence and social-media profile

Rationale:

The Waunakee Public Library is operating in a hybrid world in which the demand for e-content is increasing while the demand for traditional print resources remains strong. Approximately 70% of books sold are print versions while e-book sales have plateaued slightly below the 30% level. User preference surveys reveal a similar split. The Library must continue to maintain quality print collections while expanding access to online content.



Goal 4: Ensure connections to the digital world and nurture creativity

- Our Technology
 - Enhance the Library's position as a dependable source of technology tools and access to the online world
 - Increase the availability of instruction (both classes and one-on-one) in how to use technology tools
 - Introduce new technologies that support creativity
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Rationale:

The Library can serve as a center for innovation and creative expression in the community in addition to ensuring that all residents have access to the online world.

Goal 5: Establish the Library as a civic focal point and resource hub for the greater Waunakee community

- Our Facility
 - Improve user-friendliness/ambiance of existing facility
 - Plan new spaces that foster interaction, civic discourse, and creativity
 - Identify space needs for a new facility based on community needs and the Library's mission
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- Work closely with community and partners to develop a timeline and plan for a new facility

Rationale:

One of the most important characteristics that separates average communities from exceptional communities is the degree to which people interact with each other. Because the Waunakee Public Library belongs to all equally, it is in a unique position to serve as a center of community life and to encourage resident to gather together to share experiences and ideas.



Goal 6: Foster an organizational culture of customer service, professional growth, and innovation

- Our Staff
 - Create a tech-savvy environment where all staff keep pace with advances in the world of information services
 - Actively experiment to better serve library customers
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- Ensure access to education, training, technological resources, and facilities staff need to serve the public well

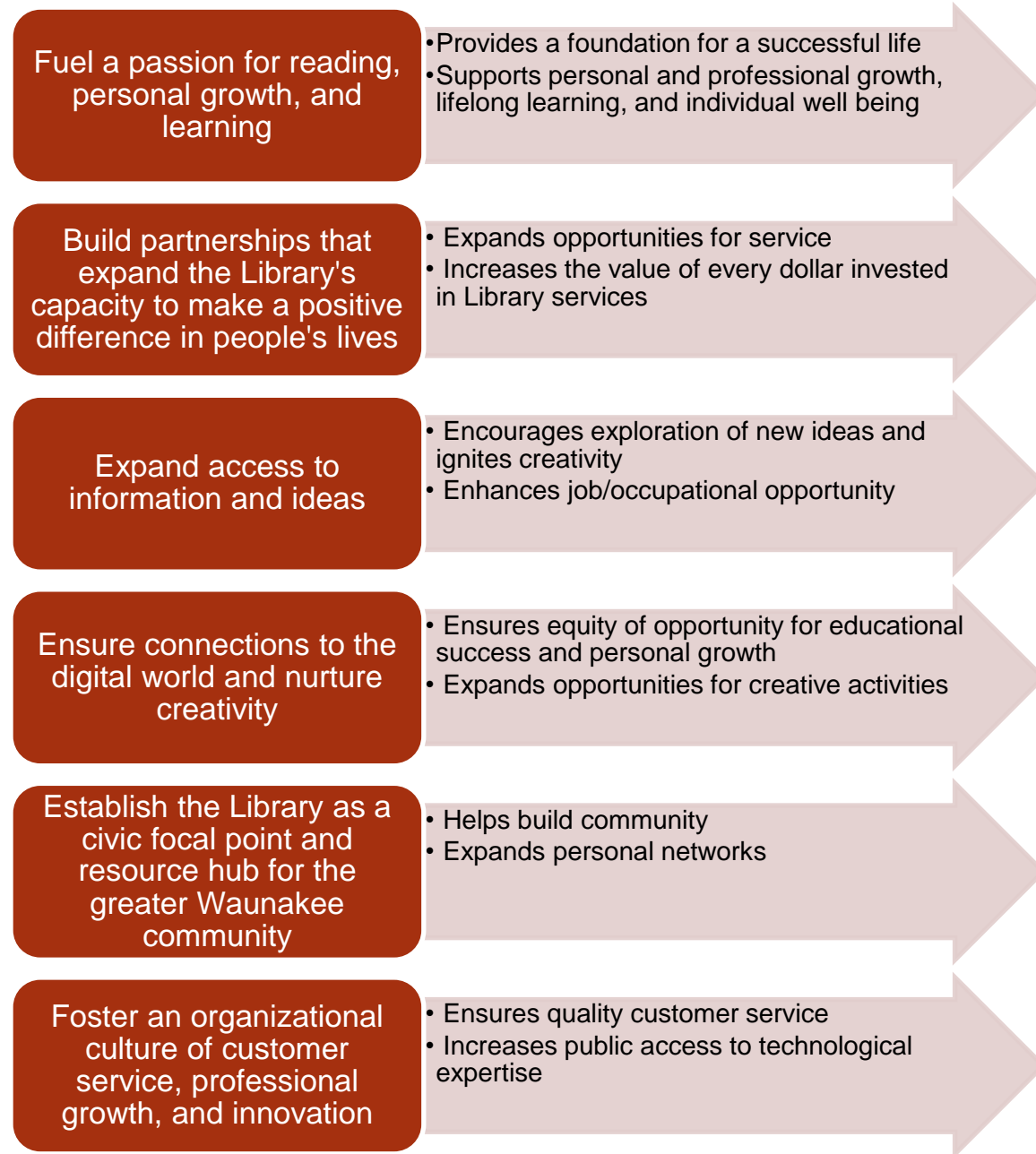


Rationale:

Library staff members offer a human connection between information resources and library customers. Providing high-quality training, an efficient work environment and appropriate technological tools ensures that the public receives the maximum benefit from their investment in the Library.

OUR GOALS – HOW WE BENEFIT THE COMMUNITY

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