

Waunakee Public Library
Library Board Meeting
Via ZOOM
Friday, December 17, 2021---7:45 AM

Join Zoom Meeting

<https://us06web.zoom.us/j/85390296128?pwd=MWw0ampFcUtKUFNvc1NJSVJiUmc4QT09>

Meeting ID: 853 9029 6128
Passcode: 287544

- I. Call to order
- II. Roll call: Annie Ballweg, Kathy Grosskopf, Melissa Hill, Erin Moran, Angie Ramos, Mike Ricker, Cathy Sheffield, Library Director Erick Plumb.
- III. Public Comment
- IV. Consent agenda
 - A. Approve November 2021 Library Board Minutes
 - B. Approve Schedule of Bills
 - C. Approve Financial Reports
- V. Director's Report & COVID update
- VI. Old Business
 - A. Friends of the Library Update
 - B. Approve revised Collection Development & Materials Selection Policy
- VII. New Business
 - A. Discuss Strategic Plan Draft and plan of action
- VIII. Adjourn

Next Library Board meeting: Friday, January 21, 2022 @ 7:45AM in Community Hall, Waunakee Public Library

Notice is hereby given that the Village Board may attend this meeting. No action will be taken by the Village Board at this meeting.

Any person who has a qualifying disability as defined by the Americans With Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or form should contact the municipal clerk at (608) 850-8500, 500 West Main Street, Waunakee, Wisconsin.

Waunakee Public Library

Library Board Meeting

Friday, November 19, 2021- 7:45AM

Via Zoom

- I. **Call to order:** Cathy called the meeting to order at 7:45 AM
- II. **Roll Call:**
 - A. **Roll call:** Present: Cathy Sheffield, Melissa Hill, Mike Ricker, Annie Ballweg, Kathy Grosskopf, Erin Moran and Erick Plumb. Not Present: Angie Ramos
 - B. **Guests:** No guests
- III. **Public Comment** No public comment
- IV. **Approval of the consent agenda** Mike made a motion to approve the consent agenda. Erin seconded. Passed.
- V. **Director's Report & Covid update** The funding was kept in the budget for the Circulation Manager and Community Engagement Librarian positions. The current mask mandate will end November 27 and PHMDC has said they will not renew. The Library would like to make masks optional for everyone when the mandate ends. Programming has shifted indoors now that the weather has turned colder. With the addition of technology upgrades made possible due to ARPA grant funds we will be able to offer hybrid meetings and programming now and in the future. Teen patrons have been using the Library after school, at levels that we had seen pre-pandemic. It is great to have the energy and "buzz" back that this age group brings. A Care Cabinet is being introduced for teens that will provide personal care items/school supplies to those that need them. Snack bags will also be available upon request. Brittany was busy with concluding outdoor programming, a Village-wide scavenger hunt, Trunk or Treat and Schumacher's Halloween event. Courtney, in addition to hosting 6 programs and the book club, met with SCLS adult programming librarians to discuss program ideas and other outreach opportunities.
- VI. **Old Business**
 - A. **Friends of the Library Update** The Friends purchased 2 new clocks, made by Wes Osterbur, for the Board Room and Community Hall. The Pop-Up Art Gallery Show and Sale was a success. The Annual Holiday Craft fair is tomorrow at the Intermediate School.
- VII. **New Business**
 - A. **Discussion of Collection Development Policy and nationwide book challenges**

We discussed what the current procedures are if someone has a complaint about material in our current collection. Erick would like everyone to look over the current policy and we will discuss changes at the December meeting.

B. Discuss and Approve Art Display Policy We discussed the current policy and application for Artists to display their work at the Library. Cathy made a motion to approve the existing policy and application as written. Mike seconded. Passed.

VIII. Adjourn: The meeting was adjourned at 8:31 AM on a motion by Annie. Seconded by Angie. Passed.

Library Board Meeting: Friday, December 17, 2021 at 7:45 AM

Via Zoom

Respectfully submitted, Kathy M. Grosskopf, Trustee and Secretary

November 2021

Account	Vender	Amount
<u>100-551400-210 Outside services</u>		
	Total	0.00
<u>100-551400-219 Automation levy</u>	SCLS	0.00
	Total	0.00
<u>100-551400-290 Leased items</u>		
	Total	0.00
<u>100-551400-292 Maintenance contracts</u>		
	Gordon Flesch	315.22
		0.00
	Total	315.22
<u>100-551400-311 Postage</u>		
	SCLS	0.00
	Bibliotheca	0.00
	Envisionware	70.80
	Total	70.80
<u>100-551400-320 Publications, subscriptions and dues</u>		
	Post Office	12.72
	Total	12.72
<u>100-551400-330 Travel and training</u>		
	WILS	0.00
	ALA	0.00
	Wauaukee Rotary	0.00
	WLA	0.00
	Total	0.00
<u>100-551400-340 Programs</u>		
	SCLS	0.00
	Hyatt	158.00
	Noodles & Company	27.60
	Redbird BP	14.63
	Division Street Mart	26.43
	Dunkin	2.31
	UW- Madison	225.00
	WLA	0.00
	Natioal Notary Association	216.00
	Total	669.97
	Pig	26.98
	Culvers	25.00
	Amazon	45.25
	Michaels	0.00
	Target	0.00
	Walmart	86.94
	Boxed	186.87
	Dollar Tree	3.00
	Marcus Cederstrom	0.00
	Ace Hardware	4.99
	Linda Conroy	0.00
	Sara Alvarado	0.00

27

	Minuteman Press	62.25
	Thysse	0.00
	Post Office	0.00
	Total	441.28
<u>100-551400-341 Equipment</u>		
	Minuteman Press	0.00
	Amazon	219.28
	Nassco	0.00
	Laird Plastics	0.00
	SCLS	0.00
	Total	219.28
<u>100-551400-350 Repairs and maint</u>		
	Total	0.00
<u>100-551400-380 Adult books</u>		
	Amazon	151.60
	Baker and Taylor	2,507.67
	Barnes and Noble	0.00
	Herff Jones Yearbook	55.00
	Total	2,714.27
<u>100-551400-381 Juvenile books</u>		
	Amazon	265.92
	Baker and Taylor	564.88
	Penworthy	0.00
	The Dot Central	0.00
	Total	830.80
<u>100-551400-383 Serial subscriptions</u>		
	Rivistas	0.00
	SCLS	529.00
	Total	529.00
<u>100-551400-384 - Digital Materials & Computer Software</u>		
	SCLS	7,235.00
	Demco Software	0.00
	TBS	0.00
	Verizon -Hotspots	200.05
	CDW - Adobe	0.00
	Total	7,435.05
<u>100-551400-385 Kit supplies</u>		
	Amazon	11.89
	Minuteman Press	0.00
	UPS Store	0.00
	LL Bean	-129.95
	Total	-118.06
<u>100-551400-386 Audio materials</u>		
	Blackstone Publishing	506.09
	Midwest Tape	136.89
	Amazon	104.76
	Findaway	0.00
	Total	747.74
<u>100-551400-387 Videos</u>		
	Amazon	691.44
	Midwest Tape	291.61
	Debbie Howard	0.00
	Greta Productions	0.00
	Total	983.05
<u>100-551400-390 Other</u>		
	Amazon	237.69
	Office Depot	185.83
	SCLS	345.28
	Ace Hardware	0.00
	Pig	23.10

	Demco	151.20
	Walgreens	0.00
	Thermal Paper Direct Co	0.00
<u>100-551400-391 Personnel</u>	Total	943.10
	Total	0.00
<u>100-551400-392 Public relations</u>		
	Minuteman Press	0.00
	Jose Velarde	134.80
	Total	134.80
<u>100-551401-210 Building serices</u>		
	Masters Building Solutions	0.00
	Reinders	0.00
	Ahern Co	341.70
	Fearings	421.75
	Total	763.45
<u>100-551401-350 Repairs/Maintenance</u>		
	Nassco	0.00
	Kraemer Air Filter Corp	0.00
	Menards	207.92
	Ace Hardware	34.97
	Amazon	0.00
	Schilling Supply Company	0.00
	Capital Coffee	570.40
	Walgreens	25.62
	Waunakee Rental	0.00
	Kraemer Air Filter Corp	422.70
	Total	1,261.61
<u>220 fund</u>		
	Out of print	0.00
	Waunakee Chamber of Commerce	0.00
	Tee Public	0.00
	Total	0.00
	Month Total	17,954.08



1030243: Waunakee Library Forever Fund

10/1/2021 To 10/31/2021

Balance

Beginning Balance 329,107.15

Contributions/Gifts

Contributions* 0.00

**Contribution totals include net gift amounts for credit card gifts. Each credit card gift is assessed a merchant processing fee by the donor's credit card company of approximately 4%.*

Transfers In 0.00

0.00

Portfolio Gains (Losses)

Investment Results, Net Of Fees 7,050.59

7,050.59

Grants/Distributions

Grants/Distributions 0.00

Transfers Out 0.00

MCF Support (274.18)

(274.18)

Ending Balance

\$335,883.56

Cash Available for Grants as of 10/31/2021

\$0.35

6A

WAUNAKEE PUBLIC LIBRARY MONTHLY ACTIVITY REPORT

November 2021

	2021			2020		% Change	% Change	YTD
	November	Prev Month	Yr-to-date	November	Yr-to-date	Prev Month	Prev Year	% Change
# of Days Library was open	28	31	292	23	241	-9.7%	N/A	N/A
CIRCULATION								
Physical circulation	21,421	22,387	235,152	14,520	155,490	-4.3%	47.5%	51.2%
Digital circulation	3,606	3,573	38,924	3,039	35,869	0.9%	18.7%	8.5%
Library Total	25,027	25,960	274,076	17,559	191,359	-3.6%	42.5%	43.2%
Per Day library was open	894	837	939	763	794	6.7%	17.1%	18.2%
Average of Deforest, Monona and Verona	24,121	24,446	253,935	17,377	181,485	-1.3%	38.8%	39.9%
By Category								
Books								
Juvenile Fiction	3,093	3,418	36,414	2,232	21,430	-9.5%	38.6%	69.9%
Juvenile Non-Fiction	1,390	1,398	15,245	943	10,330	-0.6%	47.4%	47.6%
Easy Readers	1,436	1,520	17,645	909	10,092	-5.5%	58.0%	74.8%
Picture books	4,605	4,721	45,181	2,411	25,563	-2.5%	91.0%	76.7%
Total Juvenile	10,524	11,057	114,485	6,495	67,415	-4.8%	62.0%	69.8%
Young Adult	553	653	8,819	627	5,827	-15.3%	-11.8%	51.3%
Adult Fiction	2,644	2,842	30,130	2,077	21,728	-7.0%	27.3%	38.7%
Adult non-Fiction	1,779	2,010	22,030	1,534	15,755	-11.5%	16.0%	39.8%
Large print	704	693	7,302	616	5,813	1.6%	14.3%	25.6%
Adult Paperbacks	81	78	936	64	1,061	3.8%	26.6%	-11.8%
Total Adult	5,208	5,623	60,398	4,291	44,357	-7.4%	21.4%	36.2%
Magazines	513	429	4,855	204	2,967	19.6%	151.5%	63.6%
Audio	760	725	8,334	548	7,525	4.8%	38.7%	10.8%
DVD and Blu-ray	2,505	2,518	28,845	2,280	23,785	-0.5%	9.9%	21.3%
Software and video games	96	109	941	33	252	-11.9%	190.9%	273.4%
Kits	1,180	1,186	7,617	9	2,901	-0.5%	13011.1%	162.6%
Electric Resources	0	0	0	0	0	N/A	N/A	N/A
E-reader, laptops, equipment	65	64	633	26	343	1.6%	150.0%	84.5%
E-books	3,606	3,573	38,924	3,039	35,869	0.9%	18.7%	8.5%
% of total circulation	14.4%	13.8%	14.2%	17.3%	18.7%	4.7%	-16.7%	N/A
PROGRAMS								
Children								
Number	26	20	160	10	187	30.0%	160.0%	-14.4%
Attendance	433	504	6,056	515	7,438	-14.1%	-15.9%	-18.6%
Young adult								
Number	9	5	57	6	48	80.0%	50.0%	18.8%
Attendance	36	36	374	36	887	0.0%	0.0%	-57.8%
Adult								
Number	7	11	91	6	52	-36.4%	16.7%	75.0%
Attendance	89	81	1,719	115	802	9.9%	-22.6%	114.3%
NEW PATRONS ADDED	56	72	739	26	545	-22.2%	115.4%	35.6%
PUBLIC MEETING ROOM BOOKINGS	17	15	72	0	50	13.3%	N/A	44.0%
STUDY ROOM BOOKINGS	292	363	1386	0	726	-19.6%	N/A	90.9%
PUBLIC PC SESSIONS	358	383	3,445	0	1,968	-6.5%	N/A	75.1%
UNIQUE WIRELESS USERS	1,277	1,335	11,213	6,994	21,704	-4.3%	-81.7%	-48.3%
CURBSIDE TRANSACTIONS	67	57	1,689	0	1,873	17.5%	N/A	-9.8%
# OF VISITORS TO LIBRARY	8,559	9,430	81,836	3,072	88,914	-9.2%	178.6%	-8.0%

Library Activity Report
Library Director Erick Plumb
December 2021

Library Activity & COVID update

- The mask mandate was extended to January 3, 2022 and, if I were a betting man, I'd wager it will be extended again with the new omicron variant. Staff continue to do an extraordinary job upholding the mandate in the building, and patrons are, for the most part, continuing to follow the directive.
- COVID did hit close to home this past month, as three staff members either contracted the virus or quarantined due to household exposures. Staff are of course encouraged to get their booster shots, and many are, although the Village is not yet mandating that step.
- Storytimes will be relocated in January to the storytime room for the first time since March 2020. We've found that attendance is such that Community Hall is too large for the crowds we're drawing, and that the large space invites wandering from our youngest program-goers, rather than participation. With masks, Brittany and Molly feel safe enough to again hold these programs in the cozier (but still large) confines of the storytime room.
- After retiring in September, Dave Cerutti will be rejoining us as a Building Maintenance Supervisor this month after finding retirement wasn't all he'd hoped. The Board will recall that the Library hasn't fielded a single application in the three months since Dave's initial departure, leaving us short on maintenance support. So, we are thrilled that Dave is coming back, as a) he does outstanding work and b) he's a delightful human being.
- We have placed a 15-hour job ad for an open Customer Service Assistant position. This is Beth Meyer's original Sunday-oriented position (Beth was promoted to Celine Metzsig's position in November). In the current Great Reshuffling environment, we are eager to see what applicants we can attract. Amy Sampson begins her fulltime duties in January.
- The Afterschool Teen Snack program has been a hit, as Brittany attests below. Our goal is to have nearly every staff member actively engage with this group so that if issues arise, there is a pre-existing rapport that has been built. Angie Hircock has done a marvelous job building this, and supporting staff as they become more welcoming to teens.

Youth Services Report by Brittany Gitzlaff

November was a very exciting month as we finally transitioned all of our kids and teen programs back indoors. We are very grateful to have the space that we do to make this work, while still acknowledging that we know some patrons are no longer attending programs while we're indoors. We are always thankful to see those that are able to attend and it's been so wonderful to have more of a connection with those that do. We also continue to offer two

virtual storytimes on Facebook while publishers keep allowing us to do so. November is always one of our favorite months as we celebrate "Dinovember." We offered dino-themed storytimes and programs, a scavenger hunt in the children's area, and many creative and entertaining pictures were shared on Facebook featuring the dinos getting into trouble around the library. This past month we have also noticed a dramatic increase in teens using the library after school. While sometimes their exuberance translates into a bit of mischief, we are ultimately glad they are here and that they see value in their library. Angie had the brilliant idea to offer snacks to them a few afternoons a week in order to build a better rapport between staff and teens, and so far, it's been well-received by all.

Adult Services Report by Courtney Cosgriff

In November, I hosted 5 programs and my book club. I attended WLA for 2 days. The sessions I attended related to equitable hiring practices, outreach ideas, and grant writing. I am doing metadata for our digitization project. I wrote the art policy for the local art display that will start in January 2022. It will go on the wall across from the tech hub. We are planning a book club mixer for December. I have booked a decent amount of programs for January and February. As always, I am booking for Community Hall / fielding questions.



MATERIALS SELECTION & COLLECTION DEVELOPMENT POLICY

Introduction

The Board of Trustees of the Waunakee Public Library has adopted the following materials selection policy to guide librarians and to inform the public of the principles upon which the selections are made.

The Mission Statement of the Waunakee Public Library guides the selection of materials as it does the development of services and the allocation of resources.

The mission of the Waunakee Public Library is to make high-interest, high-demand materials readily available, as well as to actively support the lifelong learning and information needs of community residents of all ages and abilities. Special emphasis is placed on stimulating children's interests and appreciation for reading and learning, on integrating new technology with traditional library resources, and expanding access and services beyond the library's physical walls

The Library supports the individual's right to have access to ideas and information representing all points of view. The Board of Trustees of the Waunakee Public Library has adopted the American Library Association's LIBRARY BILL OF RIGHTS and THE FREEDOM TO READ statements, attached herewith.

Objectives

The Waunakee Public Library acquires and makes available materials which inform, educate, entertain, and enrich persons as individuals and members of society. Because of the volume of publishing, as well as the limitations of budget and space, the library must have a selection policy with which to meet community interests and needs. Included are works of enduring value as well as timely materials on current issues. In general, scholarly, highly specialized, or archival materials are beyond the scope of the Library's budget.

The materials selection/collection development policy is used by the library staff in the selection of materials and also serves to acquaint the general public with the principles of selection.

The materials selection/collection development policy, like all other policies, will be reviewed and/or revised as the need arises.

Responsibility for Selection

The ultimate responsibility for selection of library materials rests with the library director who operates within the framework of the policies determined by the Waunakee Public Library Board of Trustees. This responsibility may be shared with other members of the library staff; however, because the director must be available to answer to the library board and the general public for actual selections

made, the director has the authority to reject or select any item contrary to the recommendations of the staff.

Criteria for Selection

To build a well-balanced collection of merit and significance, materials in all forms must be measured by objective guidelines. Since the library does not promote particular beliefs or views, the collection will contain various positions on important questions, including unpopular or unorthodox positions. The Library actively strives to ensure that materials representing many differing views and a broad diversity of human thought and creativity are represented in its collection. A balanced collection reflects a diversity of materials, not necessarily an equality of numbers.

Selection of materials will not be made on the basis of anticipated approval or disapproval, but solely on the basis of the principles stated in this policy. Responsibility for choosing what an individual will read rests with the individual. Responsibility for the use of library materials by children and young adults rests with their parents or legal guardians.

All acquisitions, whether purchased or donated, are considered in terms of the following standards. An item need not meet all of the criteria in order to be acceptable. Several standards and combinations of standards may be used, as some materials may be judged primarily on artistic merit, while others are considered because of scholarship, value as human documents, or ability to satisfy the recreational and entertainment needs of the community

1. The main points considered in the selection of materials are:
 - individual merit of each item
 - popular appeal/demand
 - suitability of material for the clientele
 - existing library holdings
 - budget
 - relevance to community needs
2. Selection may be limited by the following factors:
 - Physical limitations of the building
 - Price and format
 - Availability of low-demand materials in other library collections
3. The lack of a review or an unfavorable review shall not be the sole reason for rejecting a title which is in demand. Consideration is, therefore, given to requests from library patrons and books discussed on public media. Materials are judged on the basis of the work as a whole, not on a part taken out of context.
4. Selection of library materials will not be influenced by:
 - The possibility that they may come into the possession of children or young adults
 - The liability of materials to theft or mutilation
 - The Library does not attempt to meet the curriculum needs of education programs. Textbooks are generally, not acquired.

Interlibrary Loan

Because of limited budget and space, the library cannot provide all materials that are requested. Therefore, interlibrary loan is used to obtain from other libraries those materials that are beyond the scope of this library's collection.

In return for utilizing interlibrary loan to satisfy the needs of our patrons, the Waunakee Public Library agrees to lend its materials to other libraries through the same interlibrary loan network, and to make an effort to have its current holdings listed in a tool that is accessible by other libraries throughout the state.

Gifts and Donations

In general, the library will decline to accept gifts and donations of items for our circulating collections. The library may accept gifts of books and other materials with the understanding that they will be added to the collection only if appropriate and needed, as determined by the library director on a case by case basis. If they are not needed because of duplication, condition, or dated information the director can dispose of them as he/she sees fit. The same criteria of selection which are applied to purchased materials are applied to gifts. Memorial gifts of books or money may also be accepted with suitable bookplates placed in the book. Specific memorial books can be ordered for the library on request of a patron if the request meets the criteria established by the Board. It is desirable for gifts of or for specific titles to be offered after consultation with the library director. Book selection will be made by the director if no specific book is requested. In all cases, the Waunakee Public Library director will make the final determination of all titles or items that are to be added to the collection.

By law, the library is not allowed to appraise the value of donated materials, though it can provide an acknowledgment of receipt of the items if requested by the donor.

Withdrawal of Materials

An up-to-date, attractive and useful collection is maintained through a continual withdrawal and replacement process. Replacement of worn volumes is dependent upon current demand, usefulness, more recent acquisitions, and availability of newer editions. This ongoing process of weeding is the responsibility of the library director and is authorized by the Board of Trustees. Withdrawn materials may be sold in the library book sale or disposed of by other means. Individual items that are being withdrawn may not be saved for specific individuals.

Requests for Reconsideration

The Waunakee Public Library recognizes the choice of library materials by library users is an individual matter. While an individual may reject materials for himself/herself, he/she cannot exercise censorship to restrict access to the materials by others. Recognizing that a diversity of materials may result in some requests for reconsideration, the following procedures have been developed to assure that objections or complaints are handled in an attentive and consistent manner. Selection of materials will not be made on the basis of anticipated approval or disapproval, but solely on the basis of the principles stated in this policy.

Responsibility for the reading of children rests with their parents or legal guardians. Selection of library materials will not be inhibited by the possibility that materials may come into the possession of children.

Library materials will not be marked or identified to show approval or disapproval of their contents, and no library material will be sequestered except to protect it from damage or theft.

Procedure for Requests for Reconsideration

Any individual expressing an objection to or concern about library material should receive respectful attention from the staff member first approached. This staff member should use his or her own best judgment in attempting to answer the concerns or clarify the situation. If the individual is not satisfied with the explanation received, the staff member should offer the options of speaking with a supervisor or filling out a "Request for Reconsideration" form. He/she may ask for a reconsideration in the following manner:

- 1) A "Request for Reconsideration" form must be completed and returned to a staff member at the appropriate service desk. The form will be given to the head of that department, who will forward a copy of the form to the Library Director.
- 2) The Director will review the Request for Reconsideration and evaluate the items based on the Library's policy, needs and reviews in trade journals. The director may respond in writing to the individual, advising him/her of the decision and enclosing a copy of the "Materials Selection Policy of the Waunakee Public Library".
- 3) If the individual desires further action, he/she may appeal in writing to the Library Board of Trustees, requesting a hearing before the Board. If a hearing is granted, the individual will be notified of when he/she may address the Board. The Board of Trustees reserves the right to limit the length of presentation and number of speakers at the hearing. The Board will determine whether the request for reconsideration has been handled in accordance with stated policies and procedures of the Waunakee Public Library. On the basis of this determination, the Board may vote to uphold or override the decision of the Director.

- Adopted and Last Revised October 2017
- *Proposed revisions approved December 2021*



REQUEST FOR RECONSIDERATION OF LIBRARY MATERIALS

The trustees of the Waunakee Public Library have established a materials selection policy and a procedure for gathering input about particular items included in the library's collections. Completion of this form is the first step in that procedure. If you wish to request reconsideration of a resource, please return the completed form to the library director.

Waunakee Public Library
201 North Madison Street
Waunakee, WI 53597

Date _____
Your Name _____
Your Address _____
City _____ State/Zip _____
Phone _____ Email _____

Do you represent self? Or an organization?
Name of Organization (if necessary) _____

1. Resource on which you are commenting:
 Book (e-book) Movie Magazine Audio Recording
 Digital Resource Game Newspaper Other

Title of Item:

Author/Artist/Producer:

2. What brought this resource to your attention?

3. Have you examined, read, or viewed the entire resource? If not, what sections did you review?



4. What concerns you about the resource? Please be specific and list page numbers or sections when applicable. Attach additional sheets if necessary.

5. Are there resource(s) you suggest to provide additional information and/or other viewpoints on this topic?

6. What action are you requesting that the Library consider taking regarding this item?

Signature of person submitting reconsideration request: _____

Date: _____

The Waunakee Public Library appreciates your interest in the Library's collection. You will receive notification of the progress or decision of this request within: thirty (30) days from the date the form is received by the library.

DRAFT LIBRARY STRATEGIC PLAN

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

Objective: Maintain quality, diverse, and equitable print collections.

Actions:

- Maintain collection numbers \geq 5% more than required by county
- Weed outdated or damaged items
- Increase equity of collection:
- Increase the size of the library's large print (fiction and nonfiction) collection.
- Increase the number of items in the library's Spanish and other language collections.
- Do a diversity audit of the fiction collections.

Objective: Provide reading-related programming that engages and attracts patrons.

Actions:

- Arrange for more programs featuring well-known award-winning authors and illustrators. Partner with the school district to ensure optimal attendance and participation. (Consider virtual author/illustrator visits. Consider inviting authors/illustrators from diverse backgrounds.)
- Offer a reading incentive program for adults that involves local businesses. (Businesses would contribute incentives.)
- Create new readers with enhanced programming for children, teens, and adults both at the library and out in the community.

Objective: Support patrons in their use of library resources.

Actions:

- Schedule times for patrons to get help answering questions in person or online about the library, books, how to use databases for research, etc. (See "Ask a Librarian" at UW-Madison's libraries: <https://www.library.wisc.edu/>)
- Provide Help with school research after school hours (signage in stacks, computer areas, study areas to increase awareness of this option)
- Schedule workshops on information literacy topics such as how to use the library catalog, library databases, etc.
- Plan workshops for patrons with special needs on how to use library accessibility tools

- Plan workshops for senior citizens on how to use electronic resources.
- Plan workshops for Spanish speakers on how to use library resources.
- Increase program offerings for specific populations, including special needs families, teens, and elderly patrons.

Objective: Encourage patrons to explore areas of interest and nurture their creativity.

Actions:

- Create online “learning clubs” for all ages. Take advantage of free opportunities like Code.org etc where participants could learn together and support each other.
- Create Permanent and rotating art displays
- Interactive/pop-up type things like conversation/question walls, grab bags, etc.
- Technology to use in-library such as podcasting mics, photo/video/graphic design software
- Maintain partnerships with organizations and businesses that support arts and creativity within the community
- Continue to designate a staff member as a liaison to Create Waunakee
- Continue to offer programming involving various creative professions, activities and more
- Create a culture of creativity and offer library staff opportunities to inspire and engage their own creative side

Goal #2: Establish the library as a civic focal point for the greater Waunakee Community

Objective: Work closely with the Village to become a community destination and resource hub.

Actions:

- Collaborate with the Village and other partners to be a destination for events to help further the civic, health and wellbeing of the community
 - Utilize both indoor and outdoor space
 - Work with Village Center for referrals when one space is booked
- Optimize use of space
 - Adapt to help people find a sense of belonging, ownership, comfort
 - Consider offering vending options
 - Offer a variety of spaces
 - Regularly reevaluate the usage of different areas; adjust ambiance if needed

- Designate staff to proactively seek groups to use outdoor space
- Serve as an information resource about the Waunakee area. Have books with local relevance up to date, maintain historically correct data, and digitize and keep archives of community news.
- Increase promotion of library event space availability across the community

Objective: Build diverse partnerships that expand the Library's capacity to make a positive difference in the lives of people of all backgrounds

Actions:

- Develop new strategic partnerships and strengthen existing relationships by designating a staff member liaison to have monthly check-ins with partners.
- Work with governmental entities to achieve sustainable levels of support via monthly check-ins between Village Administration and the Library Director.
- Seek supplemental funding (charitable donations, foundation funding, grants, etc.) to enhance the library's resources, technology, facilities and services. Initially aim for one grand per year.
- Build off community diversity, equity, and inclusion efforts to add partnerships with diverse groups and add more diverse programming to the library's repertoire.
- Work with patrons and groups of various races, nationalities, abilities, and socioeconomic levels to ensure that the library is a welcoming and inclusive place for all.
- Make Waunakee content available
 - Our programs like story time
 - Open mic podcast and other community opportunities to originate content
 - Standards and processes for outbound emails like upcoming events and program schedules (give people a reason to anticipate and read them)
 - Partner with Village and school district to increase community awareness of electronic resources (databases, Consumer Reports, Overdrive, etc.)

Goal #3: Expand access to information and ideas.

Objective: Connect patrons to the library digitally:

Actions:

- Redesign website for easy, one-click current information about programs, information, and suggestions from patrons.
 - Make sure website is accessible for all patrons

- Make sure a staff member is assigned to keeping information up to date.
- Share print collections and digital resources on the website and social media.
 - Virtual displays of available titles: seasonal, topical, etc.
 - Highlight reference materials and database resources and how they can be useful for patrons
 - Obtain proper AV equipment to offer virtual option during in-person events
- Explore ways to acquire and lend devices such as tablets to patrons.
- Organize digital listening
 - Suggestion box, volunteer solicitation
- Update and keep site and pages
- Create a process and routine to update web site and social media sites
Implement multi-language support (see the WNC website as an example)

Objective: Continue to reach patrons in innovative ways.

Actions:

- Open the library 7 days per week and evaluate which hours are optimal for different patrons in order to optimize building access.
- Continue to offer the option of personalized “grab bags.”
- Create a survey to assess the learning needs of the Waunakee community in order to create a plan to meet those needs.
- Hold in-person and virtual speaker events for the community.
 - Community survey could assess interests
 - Continue to hold x # of virtual programs/month post-pandemic
- Reach new library users in the community (new residents, apartment residents, migrant workers, etc.)
 - Goal of x # new library card holders per year (?)

Goal #4: Foster an organizational culture of customer service, professional growth, and innovation

Objective: Ensure staff receive training on current practices.

Actions:

- Connect staff members with more professional growth opportunities at national, regional, and local levels to inspire novel ideas and programming
- Ensure that staff has access to the education, training, technological resources, and facilities they need to serve their patrons well. Establish a protocol for staff members to request additional resources.

Objective: Establish a clear organizational structure and succession plan for library staff and management.

Actions:

- Deliberately root and cultivate the organizational culture that is currently working well at the library, as well as the library's relationships with our community partners, so that it may be maintained into the future even in the event of leadership changes.
- Include demonstration of the desired organizational culture as a category in annual performance reviews so that each employee recognizes its importance and gets at least one chance per year to discuss their perspective on culture.

Objective: Evaluate and improve library user experience:

Actions:

- Document and optimize use of space and furniture (both indoor and outdoor)
- Maintain records of patron requests that the library currently cannot meet and review annually to determine if a service adjustment is warranted.
- Encourage staff to experiment and try new ideas to better serve customers (not sure how to make this measurable, but like the idea of encouraging innovation)
- Assign a manager to serve as a point person for promotion of the Culture of Customer Service. Responsibilities could include:
- Acting as point person when employees have a suggestion for improvements that demonstrate the culture
- Keep a log of high points and low points for educational purposes (no names, just events)
- Perform annual training for colleagues based on research
- Should our excellent customer service inspire patrons to inquire about donating to the library, staff should be well versed and educated on the current needs of the library so they can share some ways with patrons as

to how they can donate, both in-kind and toward a particular project.