

STRATEGIC PLAN

2023-2028

Ethel Everhard Memorial Library



Vision Statement

The Ethel Everhard Memorial Library: Your Community Hub

Mission Statement

The Ethel Everhard Memorial Library strives to provide equitable access to services that promote literacy, inform, and transform.

Values

- Customer service
- Welcoming environment
- Literacy
- Fiscal responsibility
- Community connection
- Responsiveness
- Quality programming

Goals

Collection Management

Focus on being a leader in emergent collections within our county, and maintain our well-established collection which provides access to information and online resources.

Community-centered Facility

Grow library usage by fostering relationships with Westfield businesses, government entities, and community members.

Innovative Programming

Expand our free, quality programming and remain responsive to new opportunity and growth.

Strategies

Collection Management

- **Build new collections:** Identify and fulfill emergent technology/collection needs by talking with community members and county librarians and being responsive to their concerns.
- **Understand patron needs and develop current collections:** Practice regular readers' advisory and guarantee that current collections are maintained. Build responsive collections that reflect the needs of community members within our area of service.
- **Encourage literacy at all ages:** Grow interest in multi-faceted forms of literacy (i.e. graphic novels, early chapter books, picture books, audiobooks, early level readers) and encourage the library's many literacy resources within the Westfield community. Serve as an advocate at community events for library collections and their close connection with the School District of Westfield.
- **Utilize collection development resources:** Maintain developed relationship with WCTS (Winnefox Cooperative Technical Services) including in the areas of BlueCloud Acquisitions and WCTS Creative Studios. Take advantage of their resources and expertise in collection management and monthly acquisition lists. Preserve the training of part-time staff in areas of collection management including: weeding, book covering, and mending.

Strategies

Community-centered Facility

- **Utilize the multi-purpose space to its fullest potential:** Collaborate with stakeholders to ensure our multi-purpose space is being used by the community in a variety of ways. Ensure that internal programming, as well as external programming with non-profit organizations are a priority in the space. Also expected are the growth and maintenance of the space as for one-on-one tutoring, everyday patron usage, and personal meetings.
- **Encourage usage of library resources:** Act as library advocates when patrons first sign-up for library cards, and are looking for new resources within or outside of the library. Promote community board space and prioritize library resources and upcoming events through in-person and digital interactions.
- **Develop relationships with Westfield businesses:** Focus on fostering local connections that extend past the library's physical space. Designate space for the library at local events (as availability allows) so that resources can be widely shared in community.
- **Provide welcoming service:** Facilitate strong patron connections and continued use of services for regular patrons. This includes regular access to reader's advisory services for patrons, in addition to other available library resources.
- **Market library services:** Leverage social media and community connections to advertise services. Extend Facebook presence, while also maintaining other avenues of advertisement (newspaper, website, library space).

Strategies

Innovative Programming

- **Collaborate with Westfield School District:** Become integrated with programming and collection management strategies used within the district libraries. Build connections with library staff and teachers to facilitate partnerships and library-sponsored programming that promotes literacy in kids K-12.
- **Collaborate with local businesses:** Utilize local partnerships to grow our adult and children's programming which informs patrons about the surrounding community and larger world. Promote local business and local talent, and center those voices when developing programs for the library.
- **Expand current summer programming:** Develop our summer reading program to encourage literacy in all ages (0-adults), and prevent summer literacy loss in young children. Expand upon the reading log and concurrent programming in summer planning.
- **Launch passive programming activities:** Promote self-directed activities that allow for patron engagement throughout daily hours, and require minimal prep time and direction.

Resources Consulted:

<https://www.madisonpubliclibrary.org/sites/www.madisonpubliclibrary.org/files/media/Strategic%20Lens%20and%20Values%20Approved%2004062017.pdf>

https://www.lacrosselibrary.org/sites/default/files/final_la_crosse_public_library_strategic_plan_final_no_page_numbers.pdf

<https://dpi.wi.gov/libraries/public-libraries/governance-administration/directors>

<https://www.oshkoshpubliclibrary.org/aboutus/strategicplansummary>