



STRATEGIC PLAN 2017 - 2020



GOALS and STRATEGIES

MISSION

The Menomonie Public Library provides lifelong learning resources, fosters a sense of community, and enriches the lives of Dunn County citizens in a welcoming environment.

VISION

The Library will be Dunn County's primary community learning center by providing programming for all ages and access to advanced digital technology.

GOAL 1:

Maximize effective use of the Library's current space to allow for more targeted services.

Strategies:

1. Continue internal review of library space usage to identify opportunities to enhance specific service and programming needs.
2. Consider hiring outside assistance to create a space utilization plan.

GOAL 2:

Hone current youth services to further learning, development, and engagement opportunities at school and home.

Strategies:

1. Increase communication with middle and high school teachers via email, social media and other communication channels, and pursue additional opportunities to increase the Library's presence within school buildings.
2. Work to better connect teen Library programs and resources to school activities.

3. Initiate a pilot project to increase use of inter-library loan and the MORE system in a school setting.
4. Explore options for waiving fines, or a fine forgiveness program, for teens and children.
5. Enhance partnerships with other teen providers in the community. Engage teens directly to improve services through the Teen Advisory Board, or other on-going connections to teen groups.

GOAL 3:

Improve specific outreach and technology services to meet the needs of underserved residents.

Strategies:

1. Seek opportunities to partner with local institutions to enhance the community's access and proficiency with new technology.
2. Review current services and programs to better serve the technology needs of identified, underserved populations of the community.
3. Explore options for creation of an innovative technology resource or service to engage new audiences in the community.
4. Enhance outreach to targeted, under-resourced populations in the community through partnerships, volunteers, and collaborations.

GOAL 4:

Provide additional opportunities to increase private funding and resources for the Library.

Strategies:

1. Identify specific service gaps or programs that can be highlighted in fundraising efforts.
2. Develop "mini campaigns" to fund specific initiatives.
3. Increase relationships with local businesses to increase both Library awareness and advance potential partnerships/sponsorships.
4. Further advance one-on-one relationships with individual donors.
5. Work with the Foundation and Friends to explore the creation of a gala fundraising event.
6. Continue marketing of the Library, Friends and Foundation to increase overall visibility and emphasize the Library's value to the community.
7. Explore opportunities for expanding the use of volunteers to new service or development areas.

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