Values –
Waupaca Area Public Library strives to be:
Inclusive - opening doors for increasing engagement
Responsive – collaborating with partners to meet community needs
Respectful – a welcoming environment, open yet private
Accessible – by offering up-to-date technology and resources

Vision
The Waupaca Area Public Library will be known as a community resource that promotes innovation, technology, collaboration and all forms of literacy.

Mission
The Waupaca Area Public Library is committed to offering opportunities for innovation and engaged learning.

Library Goals based on Strategic Questions

Administrative:

Goal: Library Staff and Board will manage resources and make decisions based on the mission, vision, and values.
1. Library staff will evaluate all new and existing programs (By March 31) based on mission, vision and values
2. Offer continuing education that will allow staff to stay true to mission, vision, and values – ongoing
3. Provide and maintain resources that help meet mission, vision, and values – ongoing

Goal: Hire, train, and maintain staff who can help meet mission, vision and values
1. Director will conduct a salary survey based on other City of Waupaca staff. (by January 30, 2016)
2. Director will conduct a salary survey based on area libraries. (by January 30, 2016)

Marketing:

Goal: Develop a marketing plan that utilizes all available tools.

Activities:
1. Form a marketing committee by October 1, 2015
2. Library staff will develop a "tagline" based on mission, vision and values that can be used as a branding and marketing tool by March 1, 2016.
3. Draft a marketing plan to be approved by Library Board and introduced to all staff by December 1, 2015
4. Utilize the Marketing Plan for library services and programs
5. Redesign website with help from OWLS staff

Literacy

Goal: To provide individuals and families with the tools they need to be successful

Activities (technology)
1. Provide basic technology support for patrons (ongoing)
2. Offer informal training for patrons with handheld devices (ongoing)
3. Provide training for staff in technologies utilized by library patrons (ongoing)
4. Develop reimbursement program for staff members to share cost of technology and encourage use in assisting patrons.
5. Use technology funds and grants to purchase devices to expand access -
   a. Chromebook program for patrons to use in Library
   b. Tablets for service desk for demo purposes and use in the stacks

Other Activities
1. Host an annual Community Read
1. Install "Babies need Words" posters in every diaper changing station in the community
2. Recruit community leaders to record public service announcements about literacy
3. Identify large employers to include early literacy information in company newsletters
4. Host author visits
5. Plan workshops, job fair, and individual help for those seeking employment

Services

Goal: Increase access for Library Patrons
Activities:
1. Examine and change existing policies and procedures to create better access (ongoing)
   A. Circulation Policy
   B. Meeting Room Policy
   C. Procedures
2. Do an in-depth study of current hours and use by September 2016.

Partners

Goal: Utilize community partners to provide services and programs

Activities:
1. Staff will develop and share a list of Subject Matter Experts (SME) to be utilized by library staff. (Starting in August 2015)
2. Staff will brainstorm on how to expand collaboration to meet the Library's mission and community needs and develop a list of community partners (staff training day January, 2016)
3. Encourage staff to participate outside of library in community nonprofits, associations etc. as volunteers, board members, etc.
4. Connect with retail groups to work on special events.
5. Make and maintain connections with area schools.
6. Work with Waupaca schools to train staff in PBIS (Positive Behavior Intervention System) and incorporate the "Waupaca Way" into existing procedures and policies. (January, 2016)
7. Recruit, train and honor volunteers to assist with library programs and services.

Facilities

Goal: Provide sufficient parking for staff and patrons
    1. Participate in a parking study with the City of Waupaca (2015-2016)
    2. Work with City to create incentives for people who park in City lots other than the City Hall/Library lot by June 2016.

Goal: Update Library Spaces
    1. Work with building superintendent to plan and facilitate carpet installation.
    2. Work with building superintendent to paint walls and interior window trim.
    3. Create plan for new main desk model.
    4. Create plan for installation of AMH (automatic materials handling)
    5. Work with City Hall on plan to update library outdoor space.
    6. Plan for digital outdoor sign

Goal: Finance library projects
    1. Update capital plan annually
    2. Create a wish list for donations based on facility plans
    3. Plan fundraising events with a committee of Library Friends, Foundation and volunteers