

## 2021 Strategic Plan Priorities & Goals Progress Report

Initiative #1 (Facilities & Spaces)	Significant progress made on projects
Implement sanitizing and disinfecting best practices based on recommendations from CDC, Public Health, City EMS, SCLS, DPI and DHS – continued from 2020	Significant work has been done with protocols established. The library has and will continue to resume in-person services as conditions allow and will continue to prioritize staff and community safety and health.
Teen space update: 2020	Furniture and equipment is on site. As public health allows, items will be installed for public use.
Automated sorter replacement: 2021	In progress. Bids have been received and staff is working on scheduling on-site visits.
Initiative #2 (Funding & Staffing)	Significant progress made on projects
Guidance and training on effective pandemic and emergency policies and procedures	Staff received specialized training and continuing education. This will continue as ongoing and regular training.
Digital and physical collections to meet community needs and growth	Several collections were added or enhanced including: adult book club kits, adult Spanish language collection, Hoopla flex program, youth world language collection, and Wonderbooks.
RIPPLE Project with Dane County Library Service	Staff participated in a five-part DEI training workshop with Cream City Conservation
Technology and resources for digital and contact-less services	Drive up window and accompanying technology
Initiative #3 (Access)	Significant progress made on projects
Assess programs and services developed during COVID-19 crisis that should become part of our regular offerings	Assessment complete and will continue into next year
Improved teen and welcome spaces	Lobby greeter in place Teen space in progress, pending public health status
Boost WiFi and create outdoor space for patrons to access the internet and be able to work outdoors for extended periods of time	WiFi improved and outdoor seating provided
Dream Bus Service (DCLS)	Regular Dream Bus stops established Additional Special Events sites added
Technology and resources for digital and contact-less services	Digital library card applications in place LINKcat app includes digital library card Web based summer library program (Beanstack) Librarian's Choice Reader's Advisory Program to Go kits Virtual programming
Initiative #4 (Partnerships)	Significant progress made on projects
Work closely with organizations helping residents in great need during the pandemic and its aftermath	Tenant Resource Center Shelter from the Storm Ministries Project Recovery Community Schools Sunshine Place YMCA SPASD DCLS and the Dream Bus Public Health Madison & Dane County Friends of the Library Library Foundation
Identify other partners to advance library's efforts in DEI	Recruitment of individual community residents to lead <b>Urban SUN: Black Voices Book Club</b> UW – Center of East Asia Studies, READ Africa Program Beyond the Page DCLS DEI Committee recruitment Friends of the Library Library Foundation

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Initiative #5 (Marketing & Communications)	Significant progress made on projects
Work with marketing and communication consultant	Met with new City of Sun Prairie Communication and Diversity Strategist
Enhanced communication via social media and library website, STAR, SPMC. Deliver printed communication to those without easy access to the internet.	Increased social media platform accounts, and engagement. Developed an enewsletter
Coordinate marketing efforts with Foundation and Friends	Coordinated with Foundation to develop messaging particularly for Fall and Spring Appeals
Overarching communication improvements	Creation of the internal staff communication workgroup