

## 2022 Strategic Plan: Priorities & Goals

<b>Initiative #1 (Facilities &amp; Spaces)</b>
Implement sanitizing and disinfecting best practices <ul style="list-style-type: none"><li>Continued from 2020</li><li>Follow recommendations from PHMDC, CDC, City of SP EMS, SCLS, DPI and DHS</li></ul>
Design services for expansion at main library <ul style="list-style-type: none"><li>Conceptual design: 2021</li><li>Work with Capital Campaign Committee to present conceptual design to donors</li><li>Include funds for full design in City CIP Budget for 2023: Present budget in 2022</li></ul>
<b>Initiative #2 (Funding &amp; Staffing)</b>
Perform an ongoing scan or study of positions and wages <ul style="list-style-type: none"><li>Work with City of SP HR to ensure competitive wages and salaries</li></ul>
Recruit Community Engagement Coordinator (2021 Budget Initiative: listed as Outreach Librarian) <ul style="list-style-type: none"><li>Dependent on City resources</li></ul>
Recruit Marketing & Communications Professional (2021 Budget initiative) <ul style="list-style-type: none"><li>Dependent on City resources</li></ul>
Leverage existing staff skills in marketing and outreach <ul style="list-style-type: none"><li>Step towards dedicated positions</li><li>Provide staff development in this area</li><li>Team approach</li></ul>
Improve specialized collections for the community <ul style="list-style-type: none"><li>Local music collection</li><li>Library of things</li><li>Collection for adults with learning differences</li></ul>
Continue to be a strong partner in the RIPPLE Project with Dane County Library Service <ul style="list-style-type: none"><li>Staff development opportunities</li><li>Equity Team</li></ul>
Focus developing resources for Capital Campaign <ul style="list-style-type: none"><li>Work closely with Capital Campaign Committee</li></ul>
Develop a more formalized process for continuing education (CE) <ul style="list-style-type: none"><li>Communicate CE opportunities with staff</li><li>Gain better understanding of staff needs for CE</li></ul>

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### **Initiative #3 (Access)**

Provide enhanced services and access to information to residents most impacted by COVID-19 crisis, with a lens on equity, diversity, and inclusion

- Workforce Development
- Health literacy
- Housing, food, and financial insecurity

Continue DCLS Partnership and Dream Bus stops

- Establish sustained funding through ongoing budget initiative

Establish regular homebound service

Explore and assess existing and new services beyond current public health and pandemic crisis

- Develop public surveys

Examine library policies to remove systemic inequity and barriers to access

- Apply inclusive design principles to policies and procedures

Translate important information including policies and procedures

- Use data to include languages most used in the community

### **Initiative #4 (Partnerships)**

Work closely with organizations helping residents in great need during the pandemic and its aftermath

- Create space and times for partner organizations to be available at the library

Identify other partners to advance the library's efforts in DEI

- Friends and Foundation

### **Initiative #5 (Marketing & Communications)**

Focus Marketing & Communication on messaging around diversity, equity, and inclusive services

- Create messaging to communicate the library's racial literacy plan

Focus Marketing & Communication on a return to normal library operations and procedures

- Create messaging that builds the community's sense of safety and comfort through examples of services and continued support as the community recovers and reconnects

Focus efforts on enhanced services with a library expansion

- What the library currently provides
- The library's future service goals and opportunities with an expansion

Create a marketing plan

- Checklist of best practices and steps to take that can be employed by all library departments
- Recruit a marketing firm or graphic designer to implement plans and generate high quality physical and digital marketing materials