



SUN PRAIRIE PUBLIC LIBRARY

2023 to 2025 High-Level Strategic Plan

Adopted: December 15, 2022

Mission-Vision-Values

MISSION

We serve the community as an accessible central hub supporting lifelong learning and literacy through educational, cultural and enjoyable discovery opportunities for all.

VISION

Our vision is a dynamic, positive community force connecting all to the world of ideas, information and discovery in a safe, welcoming space where everyone feels they belong.

VALUES

Serving with Integrity by providing relevant and accessible services that respect all community members and their information needs, right to privacy, and intellectual freedom.

Striving for Excellence by rising to new challenges and opportunities and innovatively embracing creativity and change. We cooperatively construct a healthy organizational culture allowing each of us to thrive.

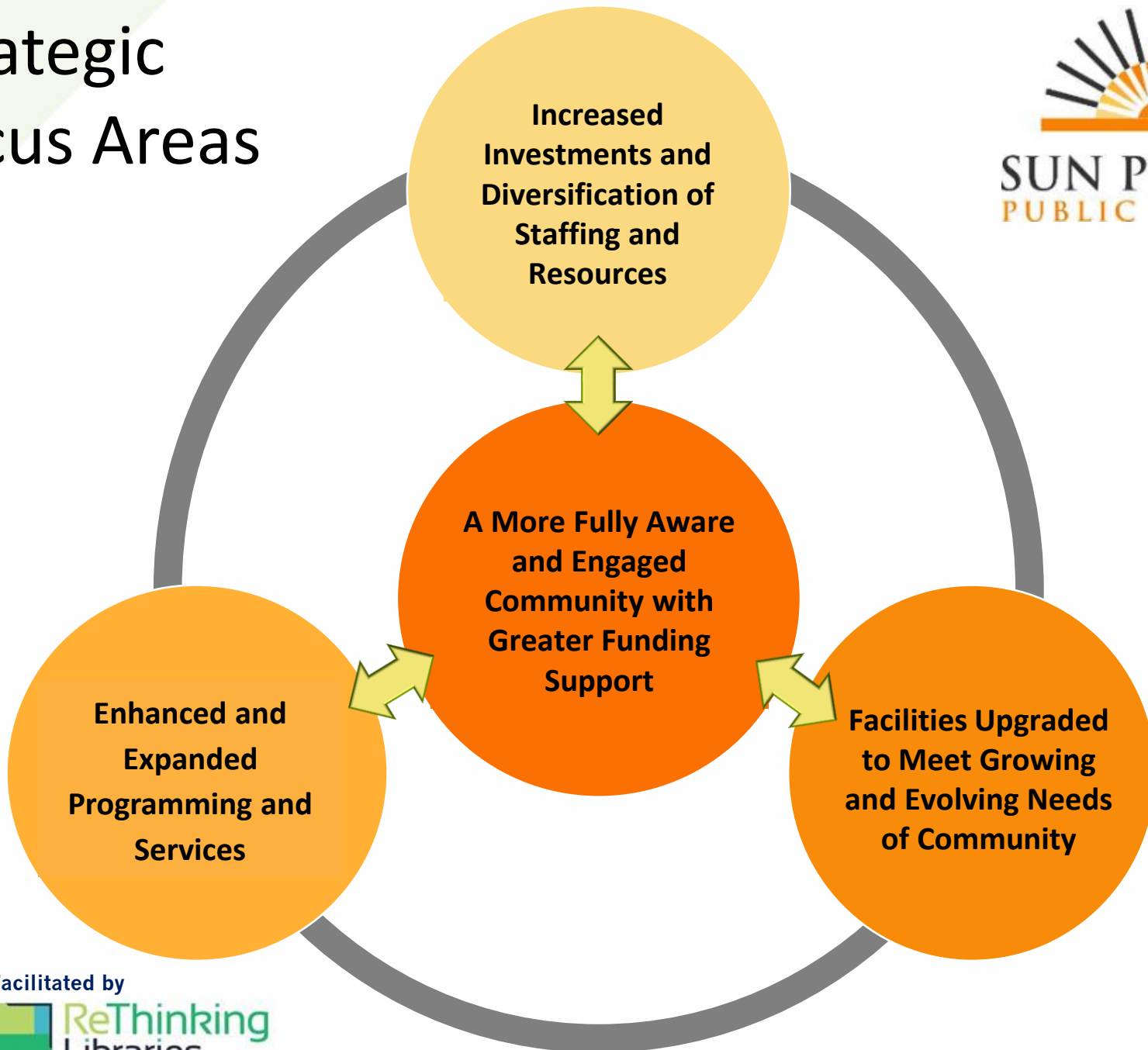
Engaging the Community by building connections with community members and organizations. Our services, resources, and gathering spaces are inclusive and we engage in the civic life of the community through opportunities for residents of all ages and interests.

Looking Forward by recognizing that our community is changing and responding to those changes to remain relevant and vital. Our facilities, services, and collections are adaptable to the needs of generations to come.

Facilitated by



Strategic Focus Areas



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Strategic Overview

Focus/Goal

Potential Initiatives for Consideration

Outcomes

A More Fully Aware and Engaged Community with Greater Funding Support

Improve marketing through increased investment and additional strategic attention

- Seek to add staff focused on marketing as part of the increased investment

Expand Community and Educational Partnerships

- Grow community partnerships to further the impact of the Library & its partners in the area
- Increase partnerships and cooperation with local schools, to further support their educational mission and increase ties and awareness with students and staff

Improve Operational Funding

- Seek to increase the City's level of library funding to be more in line with other Dane County libraries
- Explore ways to increase sustainability of the Library's facility, operations, and programming

Sun Prairie area residents are more fully aware of the resources and services available from SPPL and reap the benefit of that awareness through usage that positively impacts their lives and creates a strong desire to increase financial support.

Facilities Upgraded to Meet Growing and Evolving Needs of Community

Complete the in-progress building project which should address the following and more

- Improved building infrastructure (aesthetics, lighting, roof, ventilation, and parking)
- Improve signage, accessibility, entry, seating, storage, and visibility of service points
- More meeting, gathering and programming spaces, separate teen space, create a calming area, more art, study rooms, maker areas, and additional youth space
- Attractive and useful outdoor space(s) and increased emphasis on sustainability and energy efficiency

Residents of all ages and backgrounds find the Library warm, inviting, and organized in a way that serves their needs and increases their sense of belonging at the Library.

Increased Investments and Diversification of Staffing and Resources

Increase investments in the staff (staff levels, compensation, more full-time roles, increased diversity)

- Overall increase in investment in staff and staff diversity (priorities around outreach, youth services, facility management, marketing, and staff training)

More Diverse Collections and Resources

- Improve diversity and expand collections in key areas and increase the number of collection displays
- Expand the Library of Things collection with a focus on things many people can't afford but find useful/helpful

Library staff are professionally and financially supported to help deliver the best services and resources to the community in a way that reflects the community.

Enhanced and Expanded Programming and Services

Expand and Enhance Programming

- Further enhance early literacy programming ideas
- More engagement & programs for non-English speakers in addition to more multi-cultural and affinity programming
- More varied adult programming (including social, creative, and learning opportunities) including the development of programs targeting 20-30-year-olds.
- More mid-level youth (8-to-12-year-olds) and teen (13+) programs
- Increase support for small businesses
- Expand technology education opportunities for all ages including more STEM/STEAM and digital literacy programs and resources

Social Services and Career Support

- Increase social and community services available at the Library
 - Leverage community partnerships & explore hiring social-worker/social-services-librarian
 - Be a resource center for those who need more community assistance
- More support for job seekers and local workforce development

Residents of all ages and backgrounds throughout the area are well served by the Library in terms of programming and services and benefit from the quality, quantity, and accessibility of the Library's offerings to help them and their families thrive.

A More Fully Aware and Engaged Community with Greater Funding Support

Dramatically raise the profile of the Library, its resources, programs, and services with the community, including local partnerships, so it is recognized by residents as a central and indispensable community asset worthy of increased funding and financial support from the community.

- Increase efforts and resources applied to marketing and community awareness activities
- Seek increases in operational funding to support staffing, resources, and services
- Expand community and educational partnerships to increase impact and awareness of the Library and partners
- Library impacts are seen in a broader portion of the community, particularly in underserved communities

Large portions of this plan are dependent upon achieving this increased financial support from the community and the City.

Outcomes:

- User awareness and understanding of the Library's resources, programs, and spaces is increased and usage further benefits their lives.
- Library recognition within the community is increased as a place where all are welcome and appreciated for who they are.
- Increase in community engagement and participation with the Library including both residents and community organizations.
- Partnerships with local organizations and the schools are expanded and enhanced in a way that increases impact and awareness of the Library and its partners.
- The City and local funding support for the Library is increased to bringing further services and benefits to the community.
- An ever-increasing number of community members attest to the Library making Sun Prairie a better place to live.

Potential Initiatives for Consideration:

Improve marketing and community engagement through increased investment and additional strategic attention

- Seek to add staff focused on marketing and outreach as part of the increased investment

Improve operational funding

- Seek to increase City's level of library funding to be more in line with other Dane County libraries
- Explore ways to increase sustainability of the Library's facility, operations, and programming

Expand community and educational partnerships

- Grow community partnerships to further the impact of the Library & its partners in the area
- Increase partnerships and cooperation with local schools, to further support their educational mission and increase ties and awareness with students and staff

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Facilities Upgraded to Meet Growing and Evolving Needs of Community

Further the current building renovation and expansion project through design, construction, and post construction to ensure the library facility is aligned to the new and evolving needs of the community and is recognized as a valuable space that provides key services and resources for entire community.

- Complete the library expansion and renovation project
- Ensure that indoor and outdoor spaces and features are best aligned to the current needs and future-ready for the evolving needs of the community
- The updated library increases the usefulness to all residents and broadens sense of belonging at the library for all

Large portions of this plan are dependent upon achieving increased financial support from the community and the City.

Outcomes:

- The enhanced Library connects more users to more resources, technology, and services that positively impact their lives.
- Resident satisfaction with the Library's spaces improves and it is a source of community pride.
- Users experience a broader array of library services and resources on each visit.
- The library offers more creative and collaborative opportunities like maker areas and expanded meeting and study spaces.
- Differently abled residents find the library an even more welcoming and easy to use place, that creates a sense of belonging for them and their families and friends.
- Patrons attest to the Library's building being a key cornerstone of the community's infrastructure.
- Youth and their families will be thrilled with better and expanded spaces that provide them an improved use experience.

Potential Initiatives for Consideration:

Complete the in-progress building project which should address the following and more:

- Improved building infrastructure (aesthetics, lighting, roof, ventilation, and parking)
- Improve signage, accessibility, entry, seating, storage, and visibility of service points
- More meeting and gathering programming spaces, separate teen space, create a calming area, more art, more study rooms, maker areas, and additional youth space
- Attractive and useful outdoor space(s) an increased emphasis on sustainability and energy efficiency

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Increased Investments and Diversification for Staffing and Resources

Increase staffing investments and diversity through increased funding, shifts in budget allocations and working to shift more staff positions to full-time roles and through all of that, seek staff makeup and resources that are more reflective of the community the Library serves.

- Increase level of funding for staffing (more positions, more compensation, higher % of staff at full-time)
- Seek to expand staff and resource diversity to have the Library better reflect the community it serves
- Target expansion of collections in key areas and areas of opportunity, in addition to increasing book displays

Large portions of this plan are dependent upon achieving increased financial support from the community and the City.

Outcomes:

- Staff report higher levels of job satisfaction and a library with a healthy organizational culture, supporting and respecting all identities and providing all staff with what they need to drive success for themselves and the Library.
 - The Library is seen as friendly, welcoming place where all residents see their service needs able to be met.
 - Resource utilization increases through improved quality and relevance to the full community.
 - Staff have access to the training, professional development, and resources they need to thrive as team members of SPPL and serve the community's evolving needs.
 - Community has increased satisfaction (surveyed & anecdotal) also indicated through higher usage of the Library (services, spaces, and resources).
 - An ever-increasing number of community members attest to the fact that the Library makes Sun Prairie a better place to live.
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Potential Initiatives for Consideration:

More Diverse Collections and Resources

- Improve diversity and expand collections in key areas
- Increase the number of collection displays
- Expand the Library of Things collection with a focus on things many people can't afford but find useful/helpful

Increase investments in the staff (staff levels, compensation, more full-time roles, increased diversity)

- Overall increase in investment in staff and staff diversity (priorities around outreach, youth services, facility management, marketing, and staff training)
- Increase the support for fostering careers in librarianship, especially in underrepresented communities, through direct actions and new or expanded partnerships.

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Enhanced and Expanded Programming and Services



SUN PRAIRIE
PUBLIC LIBRARY

Elevate and optimize programming and support services to meet the community's educational, socioeconomic, health, civic, and enrichment needs at all ages and life-stages, furthering the Library as "the place" for life-long learning and literacy.

- Expand and enhance current programming, especially for early literacy, non-English speakers, historically underrepresented populations, and age groups not utilizing the Library at higher levels (tweens, teens, and 20-30-year-olds)
- Increase the number of creative, collaborative, and STEM/STEAM based programs and resources
- Elevate the Library's role as the place to connect for literacy, technology, social, and community services including job/workforce, financial, housing, and health support.

Large portions of this plan are dependent upon achieving increased financial support from the community and the City.

Outcomes:

- More residents are positively and consistently impacted by library services.
- Services utilization across all categories and across a broader user base increases, including users who aren't regularly accessing the library resources today.
- More of the community attends and rates library programs as successful, impactful, and innovative.
- Community has Increased usage of and satisfaction (surveyed & anecdotal) with the library services.
- Services are more accessible and available to users who cannot easily get to or into the Library.
- An ever-increasing number of community members attest to the Library making Sun Prairie a better place to live.

Potential Initiatives for Consideration:

Social Services and Career Support

- Increase social and community services available at the Library
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Expand and Enhance Programming

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- Increase support for small businesses
- Expand technology education opportunities for all ages including more STEM/STEAM and digital literacy programs and resources



Sun Prairie Public Library – Process Overview

Beginning in the late Spring of 2022 and finishing in the Fall of 2022, under the guidance of the Sun Prairie Public Library's (SPPL) Library Director and Board of Trustees, a strategic planning process was completed for the Sun Prairie Public Library for years 2023 through 2025. Library consultants, Rob Cullin and Janet Nelson, of ReThinking Libraries, LLC (RTL) facilitated the process, fact finding, and analysis, but the Library and its community made all choices and decisions in the process.

The Process

SPPL's strategic planning process and review included the following key areas.

Gathering and analyzing community input and data, which involved benchmarking, demographic analysis, and collection analysis. In addition, SPPL staff and Board of Trustees were involved in exploring ideas and possibilities for the Library as a thriving 21st century library. Stakeholder sessions were conducted by RTL in the Summer and early Fall of 2022. Participants included community members, community leaders, SPPL staff members, and Library Board members.

The Engagement Sessions covered topics of current and future library operations, seeking both aspirational and pragmatic input from the staff and Board about the Library, staffing, services, facilities, marketing, community participation, and programs. These sessions facilitated by RTL sought candid input from the stakeholders about all these areas in addition to more open-ended input related to the community itself. Library facilities (both building and mobile) were discussed at length with participants to review the appropriateness of current spaces and help determine any needs or shifts that should be considered.

Developing the High-level Plan during a Strategic Planning Retreat held in November of 2022. During the Retreat, all data and input was reviewed by eighteen people, consisting of the community members and leaders, library leadership, staff members, and Library Board members. Using the data and stakeholder input, the group reviewed and discussed as a large group and in smaller breakout groups all aspects of library services and facilities. The group worked through a variety of exercises to surface the potential ideas and approaches that could make up the plan. Through a series of voting exercises, the group then identified the most essential strategic areas, specific goals, and related investments required to implement the goals to help the Library thrive over the next three years and beyond. Those elements are captured here in this high-level plan document. This plan was reviewed with library staff and Board and then approved by the Board of Trustees.

A detailed 12-month plan will be built each year based on the guidance of this High-level Plan. This plan details the relevant activities that are to be completed in the time period to further the large goals highlighted in the High-level Plan. This process of developing a twelve-month detailed action plan will be repeated each year by staff and reviewed by the Board of Trustees.

Sun Prairie Public Library – Process Overview

What We Heard

The stakeholder sessions explored several topics including customer service, youth services, adult services, outreach services, programming, technology and digital services, the facility/building, collections and resources, and overall 21st century public library best practices. Detailed summaries of all stakeholder feedback and online survey results were provided in separate documents to the community and SPPL's leadership and reviewed in depth during *the Strategic Planning Retreat*. All stakeholder input, data analysis, and follow-up exploration work led to the strategic focuses, goals, and investments outlined in this document.

Further Plan Development

With the goal of achieving all outlined goals over the next three years, SPPL administration, staff, and Board of Trustees will regularly evaluate their progress and achievements. Objectives set forth in this plan will be further detailed each year in a 12-month detailed work plan which will be developed by the library staff. These annual 12-month plans will address the specific actions, objectives, and goals in addition to specifying required staff and financial commitments.

Ongoing Evaluation

In addition, the High-level Plan contained in this document will be re-evaluated each year by the Board to ensure that the high-level goals still align with the needs and goals of the community, ahead of the staff's development of that year's 12-month plan. This balanced and systematic process also emphasizes that the resulting plan will be iterative and evolve substantially over the next several years.

Collaboration and Communications

The keys to SPPL's implementation, evaluation and, ultimately, the success of its strategic plan will be:

- A thorough understanding of the plan as well as active involvement in implementing the plan by staff and the Board
- Frequent and ongoing communication between administration and staff
- Frequent and ongoing communication between SPPL's staff and its community
- Active collaboration between SPPL's Board of Trustees, administration, staff, Friends of the Library, Library Foundation, City staff & departments, City officials, other outside organizations, and the community at-large.