

WNPLD's 2022-2025 Strategic Plan

As part of our commitment to being responsive to our community, we have embarked on a new strategic plan that will guide our library district for the next three to five years. The plan will guide us in our ongoing effort to add value to the communities we proudly serve.

Thank you to all of you who have already participated in our focused conversations, completed the Caucus survey, and contacted us with your feedback! For those of you who still wish to provide feedback, please review the information below.

Mission

Enrich community life through exploration, experiences, and connections.

Vision

One district delivering highly responsive services in buildings, online, and outside the library to two communities.

Strategies

These new mission and vision statements were instrumental in crafting three types of strategies for the District: **Service Strategies**, **Institutional Strategies**, and **Organizational Strategies**.

Service Strategies	Institutional Strategies	Organizational Strategies
<p>Externally-focused strategies related to how we serve our patrons.</p> <p>Initiatives:</p> <ul style="list-style-type: none"> • Increase the size of our print collection • Increase the size of our eResource collection • Add homebound delivery services • Add self-checkout machines to Northfield • Strengthen our partnerships and outreach efforts with our local school districts • Strengthen our partnerships and outreach efforts with our local park districts • Establish and/or strengthen our partnerships and outreach efforts with other key community organizations • Establish a regular presence at large-scale community events • Implement welcome events for new residents • Implement program/event surveys to regularly gather feedback • Add new programs and events based on patron feedback • Increase the size of the sorter to speed up material check-in times • Reorganize spaces and improve signage to make it easier to find things 	<p>Internally and externally-focused strategies related to how we function as a Library District.</p> <p>Initiatives:</p> <ul style="list-style-type: none"> • Align staff so their talents and skills are best used • Create a formal onboarding and training process for new Library Board Trustees • Explore expansion opportunities at both library locations that would allow us to: <ul style="list-style-type: none"> - Increase the size of our physical collections - Increase the amount of study/meeting rooms - Expand The Studio and/or create a second Studio at the Northfield Branch - Create a dedicated teen space at one or both library locations - Increase the size of our Northfield Branch - Provide additional workspace for staff • Create a streamlined plan for easily communicating information and interacting with patrons across multiple online platforms (website, email, social media) 	<p>Internally-focused strategies related to culture, staffing, and how we go about our work.</p> <p>Initiatives:</p> <ul style="list-style-type: none"> • Establish a district-wide training and onboarding program for new hires • Implement professional development plans and career paths for all staff • Provide coaching, continuing education, and networking opportunities to ensure staff can do their jobs well and provide excellent customer service • Create a formalized method for staff to explore and try new ideas for library services and programs • Implement productivity tools to help staff better plan and manage large-scale projects