

STRATEGIC PLAN



2024-2028

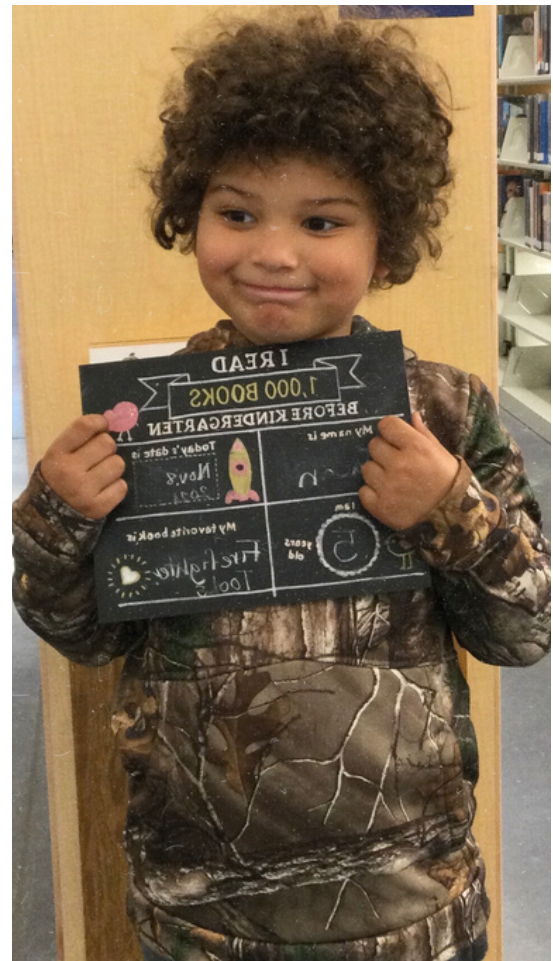
Planning for the future

FOUNDATIONS

Introduction

As the heart of our community, the public library plays a vital role in fostering education, information access, and cultural enrichment. To ensure our library's continued growth and relevance, it is crucial to develop a comprehensive strategic plan that reflects the needs and aspirations of our diverse stakeholders.

Through a series of interviews, surveys, and consultations, we have engaged community groups, library staff, Friends of the Library, the Board of Trustees, and community members, capturing valuable insights that have shaped this strategic plan. This document outlines our shared vision and objectives, serving as a roadmap for the library's future endeavors.



Some typical comments from survey respondents:

"The community is fortunate to have the library as a resource."

"The staff is the best. All so friendly and helpful!"

"I get many books from other libraries brought into the Somerset branch in a very timely fashion."

Vision

The library fosters an ever evolving and inclusive Somerset while serving as a hub for free and open access to educational and cultural opportunities to keep community members culturally, mentally and socially engaged.



Mission

The library is dedicated to serving individuals of all ages by providing a dynamic center for learning with access to a wide range of programs and services, technologies, and resources to meet the needs of our diverse community.

Values

During the strategic planning process, the Somerset Public Library Board of Trustees identified three main values that will guide the strategic growth of the library during the next five years: community, enjoyment and fair and equal access to all information.

Somerset Public Library depends on generous supporters like you!

Donations can be made online at this link:

Donations are also accepted in-person or via mail:

Somerset Public Library
208 Hud Street
Somerset, WI 54025



2024-2028 GOALS

Awareness
Programming
Facilities
Collections
Staff



Goal

AWARENESS

Increase the visibility and recognition of the Somerset Public Library and its offerings within the Village of Somerset and beyond to the surrounding communities.

Action Steps:

1. Seek out sustainable partnerships and collaboration opportunities with local businesses, the school district, community organizations, and/or other municipal departments.
2. Continue to update the Somerset Public Library website on a regular basis, to include new and upcoming programs and services and remove outdated information in a timely manner.
3. Develop and disseminate tutorials on how to utilize library resources.



Be in the know!

[Library ENews Signup](#)

Goal

PROGRAMMING

Develop and expand programming opportunities that embody inclusiveness and diversity both in spirit and implementation.

Action Steps:

1. Increase the number of organized programs for seniors, adults, and families.
2. Evaluate staff capacities and schedules to allow for more dedicated programming.
3. Collaborate with community partners and organizations.
4. Increase funding towards programming to offer a larger quantity of programs and expand the diversity of offerings.
5. Expand program offerings outside of the typical workday, (e.g., 9 am – 5 pm).



Typical comment from survey respondents:

I would like events to be at times other than weekday work hours.

Goal

FACILITIES

Create a warm and inviting library space that fosters learning, creativity, education, and engagement.

Action Steps:

1. Design spaces that are adequate and flexible to meet the community's needs, such as conversation spaces, reading nooks, and interactive play spaces.
2. Increase efficiencies in the library space to reduce unnecessary burdens on staff time.
3. Curate materials that allow for fun and imaginative play.
4. Increase the vibrancy and invitingness of the library with décor and color modifications.

Typical comment from survey respondents:

It be wonderful if the play area for children could be expanded to include more dramatic play and discovery and exploration type toys.



Goal

COLLECTIONS

Enhance library collections to meet the variety of information resource, learning, and recreational needs of our community.

Action Steps:

1. Assess and distribute funds to allow for expansion of popular collections.
2. Routinely evaluate community needs and adapt collection development practices to accommodate.
3. Actively explore and develop new and emerging formats and forms of materials.



Goal

STAFF

Provide responsive, purposeful services and an outstanding user experience that is inclusive, respectful, and welcoming for all.

Action Steps:

1. Provide educational opportunities for staff to continue to grow and expand their knowledge and skills.
2. Facilitate cross-training opportunities for all staff.
3. Evaluate service needs and ensure we are meeting patron needs.
4. Foster a warm and welcoming environment from staff to library patrons.
5. Identify internal improvements that will increase efficiency.



PLAN COMMUNICATION & IMPLEMENTATION

To effectively communicate and share the strategic plan with key stakeholders and the wider community, the following strategies will be implemented:

1. Summary of the plan for municipal partners

The library director will develop a summary of the strategic plan that highlights its key goals and objectives. This summary will be presented to the Village of Somerset and other municipal partners. By providing an overview of the strategic plan, this summary will help ensure alignment and collaboration between the library and other local government entities.

2. Internal communication and staff assignments

The library director will update library staff on the strategic plan, sharing the goals and objectives outlined in the plan. The director will assign duties and responsibilities to staff members based on these goals, ensuring that everyone is aware of their role in implementing the plan. Clear communication within the library staff will help foster a shared understanding of the strategic plan and enhance coordination in achieving its objectives.



PLAN COMMUNICATION & IMPLEMENTATION CONTINUED

3. Website presence

The library will utilize its website as a platform to share the strategic plan with the community. A dedicated section or page on the library's website will provide detailed information about the plan's goals, objectives, and initiatives. The website will serve as a central hub for community members to access and learn about the library's strategic direction.



JOIN THE FRIENDS OF THE LIBRARY

Friends of the Somerset Public Library is a support organization dedicated to making our library the best it can be.

PLAN ASSESSMENT

To ensure effective implementation and continuous evaluation of the strategic plan, the following assessment strategies will be employed:

1. Alignment with budgeting

The Board of Trustees will actively align the strategic plan goals with the library's budgeting process. During the budget-setting phase, the board will consider the strategic plan's priorities and allocate appropriate resources accordingly. If necessary, the board will advocate for funding from its funding sources to support the implementation of the plan.

2. Timelines and progress updates

The library director will create a timeline for implementing the strategic plan goals. This timeline will outline specific milestones and target dates for each goal. The library director will regularly update the Board of Trustees on the progress made in achieving these goals, ensuring transparency and accountability.



PLAN ASSESSMENT CONTINUED

3. Stakeholder feedback and surveys

Engaging stakeholders through feedback mechanisms and surveys will be an integral part of the assessment process. The library will periodically gather input from community members, library staff, and other stakeholders to gauge their satisfaction with the library's services, programs, and overall progress towards the strategic plan goals. This feedback will help identify areas for improvement and inform adjustments to the plan, if needed.



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PLANNING PROCESS

The library strategic planning team examined several sources of data and information about the library's existing services and perceptions in the community, including:

- Annual report data: All public libraries in Wisconsin are required to submit an annual report to the Department of Public Instruction.
- Local demographic data and library comparative data: prepared by the IFLS Library Service, which provided insights on community demographics, economic characteristics, and other assets in the community. The planning team also examined Wisconsin Public Library Service Data collected by the Department of Public Instruction from the annual reports of Wisconsin's public libraries.

Engaging stakeholders

The development of the public library's strategic plan involved a comprehensive and inclusive approach to gather insights and perspectives from stakeholders, ensuring that the resulting strategic plan is inclusive, community-centered, and reflective of the aspirations and needs of the Somerset area residents.

Community-wide survey

During the survey period of January 19 to March 1, 2023, the planning team conducted a comprehensive survey to gather public feedback. The survey distribution was carried out through multiple channels, including water bills, the area newspaper, notices to municipal partners, and three paper survey collection sites. Additionally, online versions of the survey were made available through various platforms such as the Somerset Chamber newsletter, the library's newsletter, two school newsletters, and the library's Facebook page.

The survey received an enthusiastic response from the community, with a total of 175 participants providing valuable insights and feedback. To ensure accurate data analysis, the survey results were compiled by an external organization, the IFLS Library System, which specializes in data analysis and insights. For reference, you can find a copy of the survey in Appendix A.

ACKNOWLEDGEMENTS

Our library's strategic plan is a collective effort, drawing on the valuable insights and perspectives of our stakeholders and contributors.

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We are committed to serving our community and building a vibrant future together.

Approved by the Somerset Public Library Board of Trustees --/--/2023