



**MOUNT HOREB
PUBLIC LIBRARY**

Welcoming everyone to
explore, grow & connect.

STRATEGIC PLAN 2024-2028





The Mount Horeb Public Library has worked hard to offer welcoming, inviting, and friendly programs, services and space for the community. In 2022, the library celebrated 20 years in the current facility. Now we turn our focus to the future. Through careful analysis of the community needs and reflection upon current facility and staff capacities, we have outlined the following 5 goals and objectives. This plan offers a vision for the next five years and focuses on improving the services, programs, and resources we will provide that we believe will enrich our community.



CURRENT DATA ANALYSIS

(Community, Library Board, Staff, Village Board, South Central Library System)

Over the last several years, the library staff and Library Board have continued to monitor the wants and needs of the community. Listening sessions and/or surveys were held in 2016, 2019, and 2022. The data has changed a bit pre-pandemic vs post-pandemic. For example, we've noticed a big change in priorities from requests for increased hours to increased programs and quiet spaces to allow "work from home" from the library. Feedback was as follows:

| THINGS WE DO WELL 2016 | THINGS WE DO WELL 2019 | THINGS WE DO WELL 2022 | Staff & Board SWOT Analysis 2022: Things we do well |
|--|--|---|---|
| Customer service with friendly, knowledgeable, and helpful staff | Access to materials | The community loves the library and its staff | Kind, helpful, friendly staff |
| Programming and activities | Available programming | Staff is friendly and helpful | Customer Service |
| Clean and inviting facilities | A fun place to visit | The staff in the library make it the library | Atmosphere (cozy, welcoming) |
| Overall service rated as excellent by 78% of respondents |  | Only 12 respondents of 745 felt library hours were inconvenient | Facility |
| | | | Programming |

CURRENT DATA ANALYSIS, CONTINUED

THINGS WE CAN IMPROVE 2016

Additional hours; especially Sundays (14 of 201 survey participants = 7%)

More programming activities for all ages

A quieter environment or quiet spaces available

THINGS WE CAN IMPROVE 2019

Additional hours; especially on weekends (5 of 46 participants = 11%)

We need a large community room

More community programs / during non-traditional hours (Saturdays and evenings)

THINGS WE CAN IMPROVE 2022

More community programs

Language classes; outreach; job services

Need for multipurpose / programming space for the library and community events; also need space for voting / separate children's area (for noise)

62 respondents indicated they do not have time to use the library / 45 respondents purchase the books they want / "other" answers indicated the public is not aware of the library or what it has to offer

Staff & Board SWOT Analysis 2022: Things we can improve

Provide more quiet spaces

Provide more parking spaces

Acquire dedicated program space

Funding (competitive pay, more hours)



Goal 1

Staff / Personnel Development

To recruit and retain outstanding staff, equip them with the skills and training they need to succeed in their work, and provide staff with an attractive environment where good work is acknowledged and rewarded.



Objective 1

Library employees will be included within the Village of Mount Horeb pay scales and compensation philosophy.



Objective 2

Ongoing open communication between the Library Board and Village Administration/Boards must be a priority in order to maintain funding to aid in employee retention.



Objective 3

The Library will continue to provide continuing education opportunities, staff inservices, and recognition to all staff.



Objective 4

The Library Director will intentionally work with the Leadership Team to provide an excellent work culture to continue advances and innovations in customer service.



GOAL 2

Customer Service

The library will provide a highly competent staff to assist, guide, and instruct the public in the use of library resources and information gathering.

Objective 1

Staff will be attentive to patron needs while building friendly, professional relationships with community members.



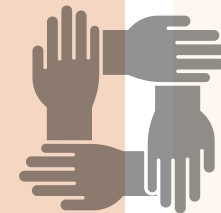
Objective 2

Staff will foster an environment where all patrons feel welcomed, seen, and heard.



Objective 3

Staff will aspire to have a positive impact on the lives of individuals by being aware of and responsive to community needs.



Objective 4

Staff will serve the community with integrity by being responsible stewards of library resources. Actions will honor public trust.



GOAL 3

Outreach and Public Awareness

Working together, the staff and the Library Board will increase public awareness about library services.



Objective 1

Educate the community regarding library resources (both physical and digital) to increase traffic to the library in person and online.



Objective 3

Create a greater sense of inclusion and sense of community through customer service and sustainable, strategic partnerships (e.g. Neighbors Helping Neighbors; Mount Horeb Area School District; Village of Mount Horeb)

Objective 2

Expand usage of library materials and services through creative marketing campaigns.



Objective 4

Develop Spanish Language services and classes to reach a broader community.

Goal 4

Collections (Physical and Digital)

Expand collection offerings of current titles and unique collections (e.g. board games, etc.) while providing timely access to a solid, well-rounded high quality collection of titles comprised of popular, current, or life-enriching materials, in multiple formats.



Objective 1

Continue improvements to collections by assessing patron use and feedback.

Objective 2

Enhance lifelong learning and literacy opportunities.

Objective 3

Engage all citizens with diverse offerings.



Objective 4

Over the years, the library has attempted to raise the percentage of items checked out from the library's own collection from 65% (where it has resided since 2006 and currently resides today in 2023) to 80%. However, collection growth is limited to the space needs of the facility. While every effort will continue to be made to increase checkout from the library's own collection through the above initiatives, we must also begin to address the shelving shortage within the current facility. (See goal 5).

Goal 5

Facility Needs

“The Mount Horeb Public Library must grow to meet the needs of the community, to provide a place to learn, play and gather now and into the future. Collections and spaces need to expand to accommodate community members in a practical, safe, and healthy environment. Additional meeting, quiet study spaces and programming rooms will provide much needed space for the library and community events, including a polling place for the community” (Mount Horeb Public Library Space Needs Study Final Report, p. 7).

Objective 1

Provide additional collection space, study rooms, and large group meeting space for the community.



Objective 2

Provide designated programming spaces to minimize disruption to library users and program attendees.

Objective 3

Determine long-term expansion and building opportunities in partnership with the Village of Mount Horeb.



Objective 4

Designate funding to hire Project Manager for future library fundraising campaign for an expansion project.

