Alice Baker Memorial Public Library



"A Little Library with Big Ideas"

Strategic Plan 2026 – 2029

Introduction & Background

Public libraries are cornerstones of vibrant, informed, and connected communities. As centers for lifelong learning, access to information, and civic engagement, libraries must continually evolve to meet the changing needs of the people they serve. This strategic plan outlines a clear and purposeful vision for the future of the Alice Baker Memorial Public Library, grounded in community input, staff insights, and a commitment to equity, innovation, and sustainability.

Over the next three years, this plan will direct our priorities, resource allocation, and service development. It reflects our commitment to being a welcoming and responsive space for everyone, whether by strengthening community partnerships, enhancing programming, or by fostering literacy.

By aligning our goals with the values and aspirations of our community, the Alice Baker Memorial Public Library will continue to be a trusted and dynamic resource, empowering individuals and enriching lives.

Mission Statement

It is the mission of the Alice Baker Memorial Public Library to provide open and equal access to information, resources, and services in order to meet the informational, educational, cultural, and recreational needs of the community. Resources are delivered in a user-friendly and service-oriented manner. The library fosters the spirit of exploration, the joy of reading, and the pursuit of knowledge for all ages.

Strategic Planning Process

The Alice Baker Memorial Public Library is proud to present its Strategic Plan for 2026 - 2029, a roadmap that reflects our commitment to serving the evolving needs of our community. Grounded in our mission to foster a spirit of exploration, a joy of reading, and the pursuit of knowledge for all ages, this plan outlines our goals and priorities for the future. Developed through community input, staff collaboration, and careful analysis of current trends and challenges, the Strategic Plan positions the library as a dynamic hub for discovery, connection, and innovation.

Community Perceptions of the Library (Table 1)

Survey respondents who reported library usage frequency of monthly or more expressed strong support for the library and its services. Ratings were based on a five-point scale, where 1 = Strongly Disagree and 5 = Strongly Agree.

Library Perception Statement	Weighted Average
The library is important for the community.	4.83
The library is a valuable community service.	4.81
The library is important to me and/or my family.	4.78
The library provides a safe and welcoming environment.	4.60
The library creates learning opportunities for people of all ages.	4.60
The library is effective at promoting literacy and a love of reading.	4.42

Overview of Findings

Survey results demonstrate strong community support for the Alice Baker Memorial Public Library and its services among survey respondents. Ninety-seven percent of respondents agreed that the library is both a valuable community service and an important asset to the community.

Respondents rated the statement "The library is important for the community" highest, with a weighted average score of 4.83 out of 5. Closely following were "The library is a valuable city service" (4.81) and "The library is important to me and/or my family" (4.78).

Respondents also expressed strong agreement that the library provides a safe and welcoming environment (4.60) and creates learning opportunities for people of all ages (4.60). Additional survey responses indicate that respondents view the library as an effective promoter of literacy and reading, a place that exposes people to new ideas and experiences, and a trusted source of information.

These findings affirm the library's vital role in the community and provide strong support for continued investment in library services, facilities, technology, collections, and programming. The results also reinforce the strategic priorities outlined in this plan and demonstrate the value respondents place on the library's contribution to community life.

Strategic Plan Goals and Objectives

Strategic Goal #1: Extend the Library's Reach and Visibility

Goal Statement:

Increase community awareness, access, and use of library services by strengthening communication channels, enhancing the library's visibility, and reaching underserved or infrequent users through the information sources they already use.

Key Objectives and Strategies:

1. Strengthen Communication Channels

See Appendix A for Community Survey graphs.

Enhance Social Media Presence

- Develop and share targeted content that appeals to both current library users and non-users across major social media platforms.
- Monitor and evaluate Facebook and Instagram insights to measure engagement and inform future content strategies.

Improve Website User Experience

Federal law requires the library website to adhere to web content accessibility guidelines 2.1 level AA by 2028. This dovetails with the goal of website improvement for all users.

- Work with Greenleaf Media to redesign website navigation and visual elements, making services, events, and resources easier to discover and access.
    - As of June 2026, a grant has been secured from Bridges Library System for $5,000 to retain the services of the above website company.
- Achieve ADA compliance for the library website by 2028.
- Train staff on website accessibility standards and best practices to ensure ongoing compliance and maintenance.

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2. Broaden Outreach Through Community Networks

See Appendix A for Community Survey graphs.

Partner with Local Institutions

- Collaborate with schools, municipalities, and other community organizations to include library news and updates in newsletters, bulletins, and announcements.

- Regularly provide information and promotional materials to Eagle Elementary School for distribution to families.
- Establish partnerships with nearby surrounding schools to share library information and resources.

Leverage Community Platforms

- Submit regular library news and updates for inclusion in the Village newsletter.
- Maximize cross-promotional opportunities with community partners and organizations.

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3. Strengthen School Partnerships

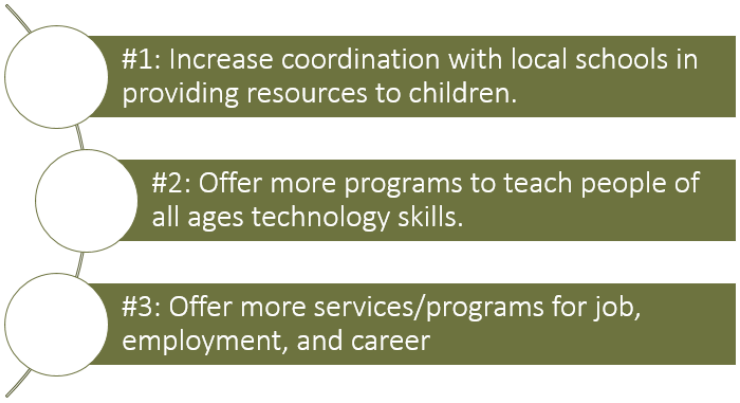
Support Educational Needs

- Align library resources, collections, and programming with curricular needs and student interests.

Increase Awareness and Collaboration

- Promote library programs and resources to teachers, parents, and students, in line with survey respondent priority.
- Develop relationships with individual teachers to support classroom learning and instructional needs.
- Establish and maintain connections with schools in Palmyra to expand collaboration and resource sharing.
- Invite area schools to participate in an annual School-Library Partnership Meeting to strengthen communication, identify shared goals, and explore collaborative opportunities.

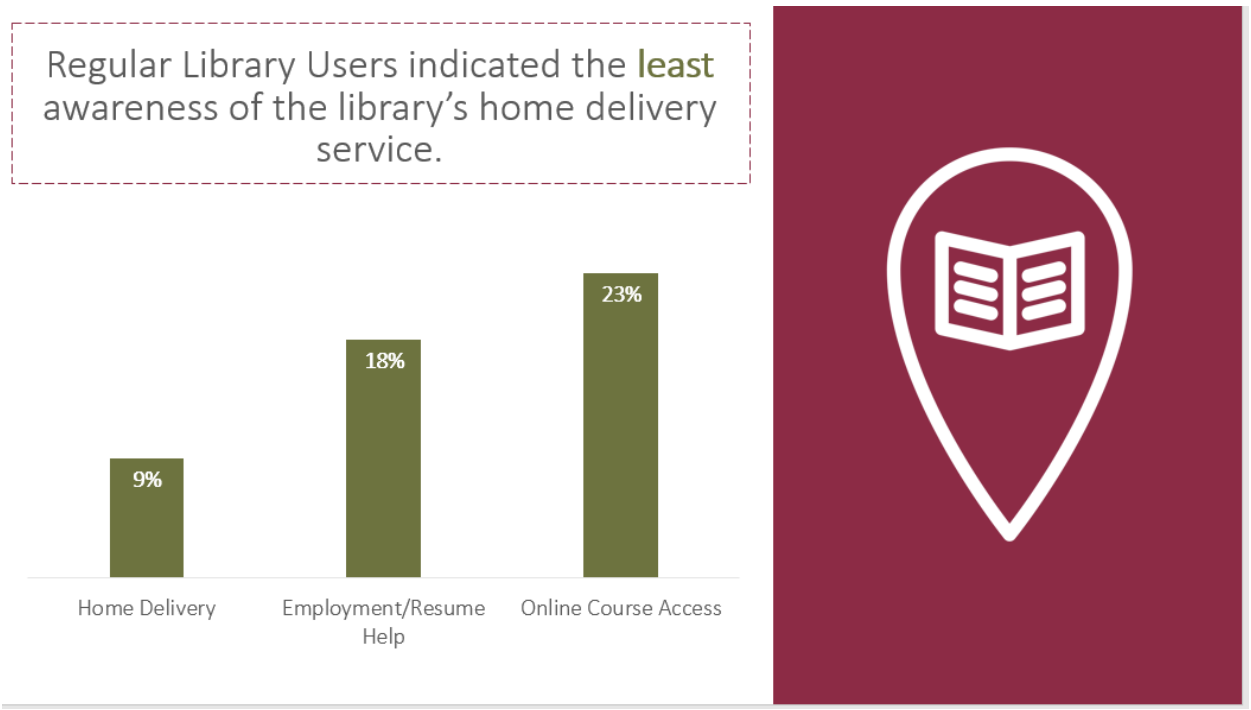
When it comes to potential changes to library services, users ranked **increasing coordination with local schools** as their top selected priority.



4. Promote Awareness of Underutilized Services

Run Targeted Marketing Campaigns

- Highlight underutilized services, including online learning tools, digital resources, subscription databases, and home delivery services through email, social media, print materials, and community outreach efforts.
- Increase awareness and usage of the library's Home Delivery Service among eligible residents as guided by survey response.



Expand Digital Engagement

- Grow the library's Instagram audience through consistent, engaging, and targeted content.
- Increase traffic to the library website and Facebook page by promoting programs, services, and resources through multiple communication channels.

Showcase Community Impact

- Incorporate customer stories, testimonials, and success stories into marketing and promotional materials to demonstrate the value of library services.

Build Staff Marketing Capacity

- Provide staff training opportunities in marketing, graphic design, and digital communication to support effective outreach and promotion efforts.

Launch Home Delivery

- Formalize request and fulfilment process
- Use community volunteers to deliver library materials

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5. Increase Presence Beyond Library Walls

Offer Pop-Up Library Services

- Establish mobile outreach booths at community events, farmers markets, parks, schools, and festivals to increase awareness of library services and resources.
- Continue participating in community events (Police Picnic, High Interest Day) to share library information and engage with residents.
- Distribute library card applications and promote library programs, services, and resources through outreach efforts.

Expand Offsite Programming

- Deliver storytimes and educational programs at locations throughout the community.
- Offer library programming at offsite venues to engage new audiences and increase accessibility.
- Expand the number and variety of programs and services offered outside the library building.

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6. Develop New Partnerships with the Local Business Community

Strengthen relationships with local businesses and support economic development by increasing awareness of library resources and services available to employers, entrepreneurs, and employees.

- Host a business breakfast and informational program highlighting library resources, services, and programs available to local businesses and their employees.
- Feature a different local business each month on the library's Facebook page to promote community connections and increase visibility for local enterprises.
- Develop and implement a library card campaign targeted toward business owners, employees, and entrepreneurs.
- Offer programs, workshops, and resources specifically designed for businesses, entrepreneurs, and startups.

- Maintain and expand on relationships with local business organizations, including the Eagle Business Association and the Mukwonago Area Chamber of Commerce.

Strategic Goal #2: Grow and Diversify Library Membership and Usage

Goal Statement:

Increase residential library membership and expand outreach to non-residents, and align budget priorities to support long-term growth.

Key Objectives and Strategies:

1. Increase Library Cardholders and Broaden Reach to Infrequent Users

- Launch targeted outreach campaigns focused on:
    - Grow and retain residents with library cards
    - Resident use of home library
    - True Non-Residents (TNRs) to increase county-level funding.
    - Underserved populations, including Hispanic/Latino residents, men, and young adults.
- Use demographic and library usage data to:
    - Identify lesser-engaged groups.
    - Shape programming, services, and marketing strategies.
- Promote high-impact library services, including:
    - Online learning resources.
    - Digital collections and e-resources.
    - Job search and career development assistance.

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2. Practice Transparent and Responsible Stewardship of Public Funds

- Demonstrate responsible and impactful use of municipal funding.
- Develop marketing materials that communicate the value and impact of library services supported by public funding.
- Encourage staff to collect and share stories that illustrate how library services positively affects individuals and the community.
- Pursue additional sources of support, including:
    - Grants.
    - Friends of the Alice Baker Library, Eagle (F.A.B.L.E.) fundraising efforts.
    - County funding associated with True Non-Resident (TNR) usage.
- Advocate for increased investment in library materials, including:
    - Physical collections.

- Digital collections and resources.

Strategic Goal #3: Deliver Responsive, Inclusive, and Skill-Building Services

Goal Statement:

Deliver responsive, inclusive, and skill-building services by aligning programs with community interests and expanding partnerships. Connect residents with community events, services, and opportunities that foster engagement, learning, and community connections.

Key Objectives and Strategies:

1. Tailor Programs to Community Interests

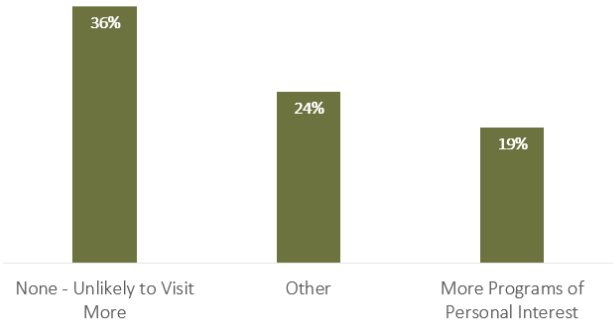
Gather Community Input

- Develop criteria for evaluating the effectiveness and impact of library programs.
- Survey library patrons to identify programming interests, preferred topics, and preferred times for participation.
- Use community feedback and participation data to guide programming decisions.

Expand and Enhance Programming

- Prioritize adult, family, and intergenerational programming opportunities.
- Work closely with Friends of Alice Baker Library, Eagle (F.A.B.L.E.) to support and enhance programming efforts.
- Identify and address gaps in current program offerings to broaden community appeal and reach new audiences.
- Increase the number of programs designed for participants of all ages.
- Expand parent-child and teen-parent programs that encourage family engagement and lifelong learning.
- Develop programs that build skills, promote lifelong learning, and strengthen community connections.
- Create library displays online and in the library to support programming.

Both infrequent library visitors and people who have never visited reported that **more programs of personal interest** might motivate them to visit the library more.



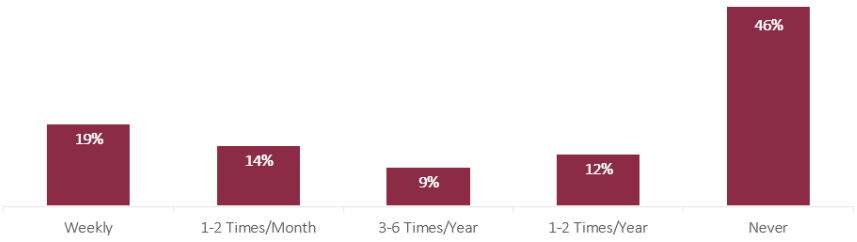
2. Promote Digital Access, Literacy, and Confidence

Strengthen digital inclusion by increasing awareness of technology resources, expanding digital literacy opportunities, and supporting the effective use of emerging technologies.

- Promote awareness and use of the library's existing digital resources, services, and online offerings.
    - Given the answers of survey respondents, there seems to be some opportunity to connect users with digital items.

Over 50% of community members indicated that they access **digital items** such as eBooks and audiobooks through platforms such as Overdrive, Libby, Hoopla, or the library's catalog.

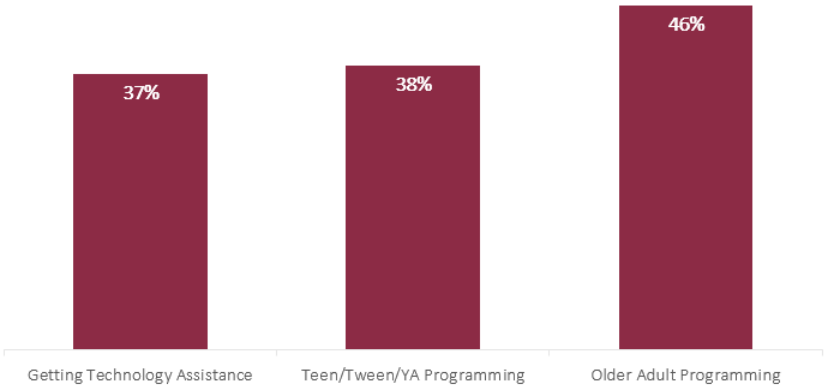
How often do you access digital content through a platform such as Overdrive, Libby, Hoopla, or your library's catalog?



- Enhance technology literacy among both library staff and customers through ongoing training and professional development.
- Offer one-on-one technology assistance and group classes to help users build confidence and skills.

Regular Users of Eagle were **least** likely to report they had experience with getting technology assistance and attending programming for teens, tweens, and young adults.

Percent of Library Users Who Indicated Utilizing a Library Service





- Explore emerging technologies and evaluate their potential role in supporting library services and community needs.
- Provide training for staff and the public on the use of makerspace technologies, including the Cricut and 3D printer.
- Develop and offer educational opportunities focused on artificial intelligence (AI), including practical applications and responsible use.
- Create and deliver both basic and advanced digital literacy classes tailored to the needs of different user groups, including:
    - Seniors
    - Job seekers
    - Teens
    - Small business owners
    - General community members

3. Use Data to Drive Decisions and Advocate for Resources

Leverage data and performance metrics to guide decision-making, improve services, and demonstrate the library's value to stakeholders.

- Track and analyze key usage metrics, including:
    - Circulation per cardholder
    - Program attendance
    - Digital resource usage
    - Library card registrations
    - Technology and makerspace utilization
- Use data insights to inform:
    - Program development and modifications
    - Collection and resource allocation decisions
    - Space planning and reallocation
    - Budget requests and funding priorities
- Communicate data-driven outcomes and community impact to stakeholders, funding partners, and the public to support advocacy efforts and resource development.

Strategic Goal #4: Sustain High Service Quality and Staff Recognition

Goal Statement:

Preserve and enhance the library’s reputation for exceptional service by continually improving the user experience, recognizing and supporting staff excellence, and ensuring consistent operational performance.

Key Objectives and Strategies:

1. Maintain High User Satisfaction

Provide friendly, consistent, and high-quality service that meets the evolving needs of library users.

- Ensure friendly, consistent, and knowledgeable customer service through ongoing staff education, customer service training, and the adoption of best practices.
- Conduct regular customer satisfaction surveys to measure user experiences and identify opportunities for improvement.
- Use customer feedback to:
    - Guide service enhancements and operational adjustments.

    - Identify emerging community needs.
    - Recognize and celebrate staff achievements and service successes.

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2. Recognize and Retain Exceptional Staff

Support employee engagement, professional growth, and retention through recognition and development opportunities.

- Develop and implement a formal staff recognition program that acknowledges:
    - Outstanding customer service.
    - Creativity and innovation.
    - Initiative and leadership.
    - Collaboration and teamwork.
- Provide ongoing professional development opportunities through:
    - Training workshops.
    - Conference attendance.
    - Webinars and continuing education.
    - Peer learning and knowledge-sharing sessions.
- Foster a culture of open communication, collaboration, and mutual support to strengthen staff morale and align organizational efforts with strategic goals.

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3. Enhance Operational and Technical Reliability

Maintain efficient operations and reliable technology systems that support quality service delivery.

- Conduct routine audits of circulation, check-in/check-out, and other service processes to identify inefficiencies and ensure consistency.
- Regularly review, update, and communicate library procedures to staff to maintain operational excellence.
- Ensure transparent, accurate, and timely user account management by:
    - Reviewing library customer registration records for accurate coding and classification.
    - Regularly purging expired library card records in accordance with established policies.
    - Monitoring hold notifications, overdue notices, and billing communications to ensure accuracy and effectiveness.
- Invest in technology improvements that enhance staff productivity, customer service, and operational efficiency.
- Meet annually with the library's information technology provider to evaluate:
    - Technology infrastructure.
    - Cybersecurity practices.

    - System performance and support needs.
- Maintain funding for technology upgrades, cybersecurity initiatives, and scheduled computer and equipment replacement.

Strategic Goal #5: Facility Management and Assessment

Goal Statement:

Continuously assess and improve the appeal, usability, accessibility, and overall condition of library facilities to create a welcoming, comfortable, and functional environment for all users.

Key Objectives and Strategies:

1. Improve and Enhance Library Spaces

Identify and address facility needs that improve the customer experience, support staff effectiveness, and maximize the use of library spaces.

- Evaluate and update furniture throughout the library to provide comfortable, flexible spaces for reading, studying, working, collaborating, and relaxing.
- Assess the functionality and efficiency of staff work areas and implement improvements that support productivity and workflow.
- Improve the appeal, accessibility, comfort, and safety of both indoor and outdoor library spaces.
- Replace non-standard shelving with shelving that improves organization, accessibility, and consistency throughout the collection.
- Routinely assess space utilization and identify opportunities for improvements that enhance customer comfort, usability, and accessibility.
- Explore opportunities to create dedicated and welcoming spaces that support:
    - Individual study and quiet work.
    - Small group collaboration and meetings.
    - Family and intergenerational activities.
    - Community gathering and engagement.

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2. Utilize Community Input in Prioritization

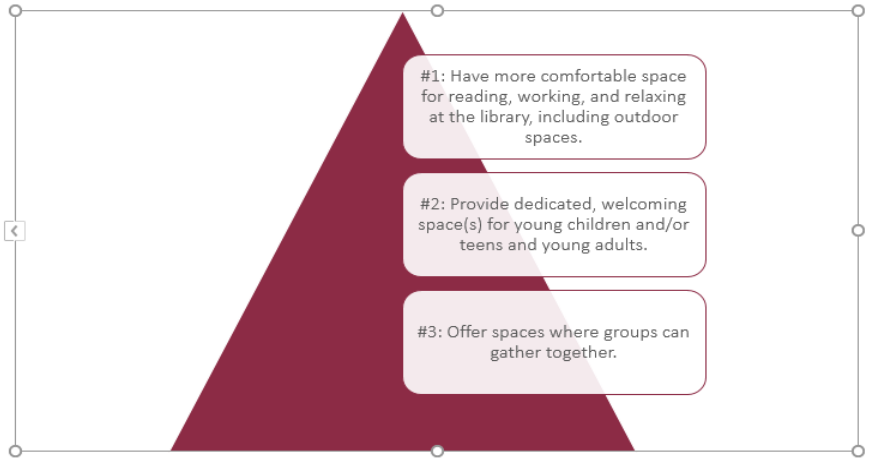
Community members were asked to rank their priorities regarding potential changes to the library's physical spaces to create a more welcoming and usable environment.

Survey results indicate that updated and comfortable furniture for reading, working, studying, and relaxing—both inside the library and in outdoor spaces—is the survey respondents' highest

priority with respect to changes to the library's physical space. The second and third highest priorities are creating dedicated, welcoming spaces for young children and young adults, and providing flexible spaces where community groups, families, and organizations can gather and connect.

As future facility improvements are considered, the library will use community feedback to guide decisions and investments that enhance comfort, accessibility, functionality, and overall user experience.

Users of the Alice Baker Memorial Library prioritized having **more comfortable spaces for reading, working, and relaxing** as their top potential change to the physical space(s) of the library.



Implementation and Communication

The Alice Baker Memorial Public Library director and staff will collaborate with the Library Board of Trustees to set priorities, define service goals, and coordinate activities from this plan. The Library will evaluate available resources, including funding and staff time; changing local, regional, and statewide conditions; and opportunities that emerge during plan implementation. Staff will focus on projects that align with the Library's mission, are foundational for future initiatives, and best meet the articulated needs of both staff and the community.

The ongoing planning process will include project management, assessment, communication and re-prioritization activities to ensure the plan's goals are achieved with flexibility to adapt as necessary. The library will follow an annual process for implementing and evaluating the strategic plan.

The Library commits to maintaining open and regular communication with staff, the board and the community regarding progress towards the plan's goals.

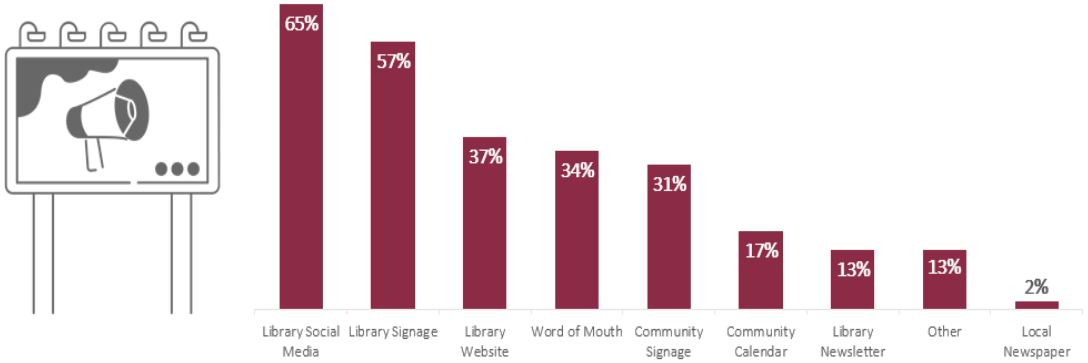
Conclusion

This Strategic Plan for 2026 – 2029 positions Alice Baker Memorial Public Library to continue as a vital and responsive institution. By focusing on both outward community impact and inward service quality, we will remain a cornerstone of learning, connection and opportunity for all residents.

Appendix A

Regular Users of the Alice Baker Memorial Library find out about events and activities at the library most frequently through the **library's social media,** as well as **signage in the library.**

Which of the following are ways that you learn about activities, programs, or news about the library? (Check all that apply.)



Infrequent and Never Library Users find out about community events and activities through a variety of channels, with **social media** and **word of mouth** being the most common.

How do you learn about events and activities happening in and around the community? (Check all that apply.)

