



# Strategic Plan 2024-2029

Approved by the Board on August 12, 2024

## **INTRODUCTION**

The Village of Spring Green is home to approximately 1,538 people. It is also home to Frank Lloyd Wright's Taliesin, American Players Theater, the House on the Rock, and Tower Hill State Park. The vibrant village of Spring Green is a crown jewel of the River Valley, a place where nature and art meet.

The Spring Green Community Library serves a larger service area population of approximately 4,400 people. We are a part of the consolidated River Valley School District, which also includes the communities of Plain, Lone Rock, and Arena, as well as various townships like Wyoming, Franklin, and Arena.

2023 Snapshot:

- 2,183 cardholders in our service area
- 796 cardholders in The Village of Spring Green
- 56,077 total circulation of materials
- 37,448 library visits

In the summer of 2023, the Spring Green Community Library Board decided to undertake strategic planning. They voted and approved the Library's participation in the WiLS Strategic Planning Cohort.

Starting October 2023, the Library Director and a committee began the process, which included: learning about strategic planning, data gathering, and finally crafting the information gathered into a realistic plan for the Library.

Throughout the process, the community has been at the forefront. The community survey conducted in February 2024 was a key component to ensuring that the plan would include the needs and ideas of the users of the Library. 162 individuals responded to the survey, which gave us a wealth of information.

The following were additional methods used to collect data for the plan:

- A SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis with both staff and the board
- A community conversation
- Informal community conversation data from students in the River Valley Middle and High Schools
- Comparison data between us and other Wisconsin libraries
- An examination of the Wisconsin Standards for Libraries

With all of this information compiled, the subcommittee could forward and select four strategic goal areas: Organizational Stability, Library Access, Marketing, and Facilities.

## **MISSION STATEMENT**

As a community gathering place, we seek to welcome and support all people in their pursuit of knowledge and entertainment.

## **STRATEGIC GOALS**

### 1. Organizational Stability

Stabilize the Library's funding with an eye to the continued growth and longevity of the organization in the community

### 2. Library Access

Nurture the users of the Library by continuing to address barriers to access of facilities, materials, and services

### 3. Marketing

Strengthen the connection to the community through the sharing of information about Library programs, services, and materials

### 4. Facilities

Enhance and update the existing building to achieve the needs of the community



## ORGANIZATIONAL STABILITY

*Stabilize the Library's funding with an eye to the continued growth and longevity of the organization in the community*

Wisconsin Standards for Libraries state to meet the base requirements, libraries should fulfill the following: "The Library is supported on an ongoing basis by funds from the municipal governing body. Grants, donations and other revenue sources supplement, but do not supplant, local tax support." In addition, data from comparisons with other libraries in Wisconsin indicate that we receive less than the average of funding from our municipality.

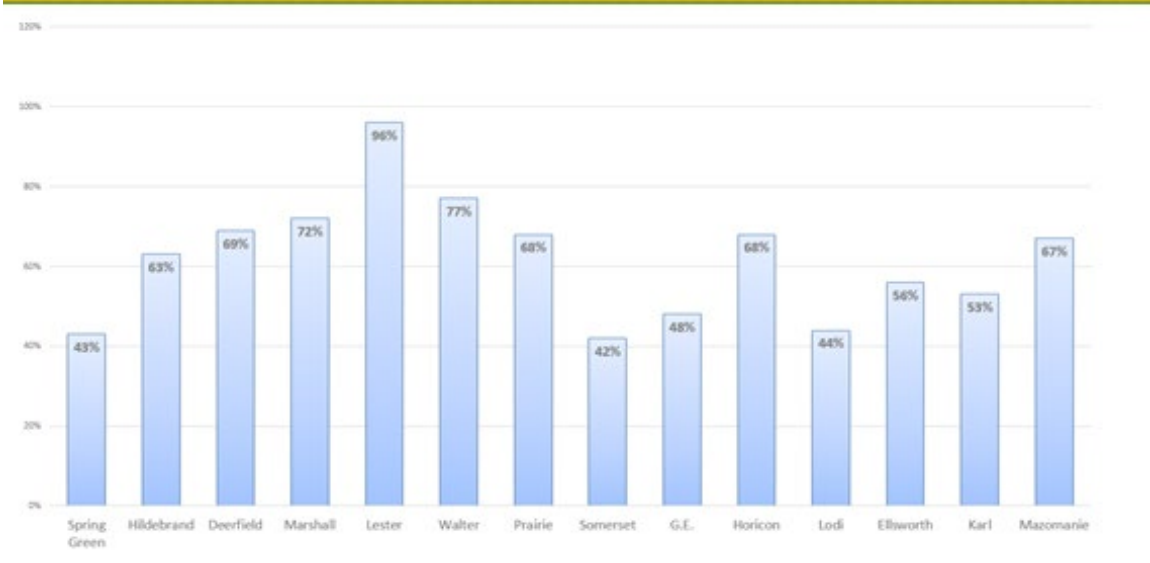
### *Objectives*

- Create a transparent explanation to articulate how the Library acquires and spends its funds
- An established level of consistent funding from our local municipality
- A system in place to continue to seek out alternative funding

### *Action Plan*

- Collaborative Plan with the Village of Spring Green to increase the overall percentage of funding the Library receives from the Village
- Work with the Friends of the Library to establish and increase their fundraising events and opportunities
- Explore options and possibilities to increase fundraising endeavors for the Library

## **Income Percentage from Municipality**



## LIBRARY ACCESS

*Nurture the users of the Library by continuing to address barriers to access of facilities, materials, and services*

Library users, on the survey, frequently mentioned the library being fines free and providing access to a larger collection than what is in our building as benefits they enjoy. It was also mentioned a number of times at the Community Conversation the importance and enjoyment of the Library being fine free.

With that great feedback, the subcommittee decided to take an area where we already excel and try to find ways to continue to grow in that area.

### *Objectives*

- Improve access to the Library for community members by understanding existing barriers and potential solutions
- Increase access to digital content
- Intentional work on Diversity, Equity, and Inclusion

### *Action Plan*

- Explore options for removing barriers to electronic material, i.e. decrease hold times in Libby/Overdrive, and gain access to streaming-only content
- Investigate options for changing building hours
- Create and develop a robust home delivery program
- Explore options for helping users with lost and damaged fees
- Explore the need and usage of audiobooks and Large Type books for those with visual impairments

All resources provided directly or indirectly by the library, regardless of format or method of delivery, should be readily and equitably accessible to all library users. Imposing any financial barrier may disadvantage users, and libraries of all types—public, school, and academic—should consider eliminating barriers that limit access to library resources and other services.” – ALA Statements and Policies on Economic Barriers to Information Access

## MARKETING

*Strengthen the connection to the community through the sharing of information about Library programs, services, and materials*



The Community survey showed that the public is not aware of everything that we do, which is not rare, but as a place of community and meeting, we do want to try our hardest to make sure that what we do is known.

Additionally, the River Valley is a very busy place with lots of grassroots organizations working to educate and entertain the community. We would like to explore how we share what we are

up to and improve all organizational communication for the River Valley area.

### *Objectives*

- An established and successful method of communication for the community to connect with the Library to find information related to the programs, help, and resources the Library provides
- Increased awareness among community members about the resources and services available throughout the River Valley

### *Action Plan*

- Conduct a Communication Audit for the River Valley
- Increase presence in the community by joining in with established events
- Explore the options for a community-wide communication tool.



## FACILITIES

*Enhance and update the existing building to achieve the needs of the community*

The current library building was built in 1995. The culture has changed in the almost thirty years since the building was designed and constructed. Most patrons carry a small computer in their pocket; we have survived a global pandemic; and a large percentage of people work from home.

To meet the needs of our community, the library building must evolve. The Library Board will be exploring all options to continue to keep the Library as a vital and key spot for the people who live in the River Valley.

### *Objectives*

- A building that is evolving to meet the needs of the community
- Ongoing conversations about building needs

### *Action Plan*

- Contract with an architect to create a facility master plan for the Library
- Explore options for a landscaping maintenance plan
- Evaluate options for using the current footprint and lot to add study rooms to the building

Community members' top priority for potential space changes at Spring Green is for more comfortable spaces for reading, working, and relaxing.

Ranking	Potential Space Change
#1	More comfortable space for reading, working, and relaxing at the library.
#2	More private work/study rooms or areas.
#3	Separate space for Children's area.
#4	Consider updating facilities to reflect community needs.
#5	Add self-checks to the library.

Scale: Ranked Items From 1-5



## **ACKNOWLEDGEMENTS**

First and foremost, I would like to thank the community for taking part in this process. Whether you know you did or not, you have helped to make this document what it is, and have given us a goal for the future of the organization.

I would also like to thank the members of the Strategic Planning Committee and the Library Board Members. They have both been extremely helpful in pulling this plan together.

Staff also deserve credit for seeing the value in the plan and helping provide feedback and support as it was being developed.

Members of the Strategic Planning Committee:

- Bridget Roberts, Administrative Assistant
- Joy Kirkpatrick, Library Board Member
- Jordan Lagerman, Library Board Member
- Emily Beck, Community Member
- Emily Whitmore, Library Director

Board Members:

- Ed Lilla, Library Board President
- Jeannie McCarville, Library Board Vice President
- Linda Kettner, Library Board Secretary
- Jordan Lagerman, Library Board Treasurer
- Dede Holverson, School Representative
- Joy Kirkpatrick, Citizen Member
- Chris Ferguson, Citizen Member