

## Planning Process

Planning for public library services is most successful when it begins by looking outward to the needs of the community. The community was placed at the center of this strategic planning process, and the library has listened to and integrated its findings into its priorities and service plans.

To that end, the development of the Edith Wheeler Memorial Library Strategic Plan involved over 700 members of the Monroe community who participated by providing information in focus groups, interviews, and surveys.



## Creating Goals and Objectives

Combining community feedback with professional knowledge of best practices in 21st century libraries, goals and objectives were developed by library staff. Each objective has a measurement associated with it to ensure that the library is working effectively toward each goal during the next three years. To put these goals and objectives into action, library staff initially identified more than 100 activities to engage, inspire, and enrich the lives of Monroe residents.

## Key People Involved

We are grateful to everyone who participated by offering their input. We hope that you will continue to engage and bring your thoughts and ideas to the attention of the library staff.

### Advisory Council


Kelly Caggiano  
Kim Cassia  
Janna Eastwood  
Dana Firmender  
Rev. Kurt Hueber  
Kay Inderdohnen  
Nicholas Kapoor  
Steve Kirsch  
Enid Lipeles  
Rosa Michaels  
Marven Moss  
Lisa Squibb  
Pat Tomchik  
Steve Vavrek  
Steve Winkel  
Jack Zamarly

### Work Group

Margaret Borchers  
Erin Passineau  
Lorna Rhyins  
Sharon Shanley  
Pat Shea  
Gary Thomas  
Michelle Turbak

### Consultants

Maxine Bleiweis  
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***Edith Wheeler***  
MEMORIAL LIBRARY

Mission Statement

The mission of the Edith Wheeler Memorial Library is to enrich lives, foster success, and build community by bringing people, information, and ideas together in a welcoming environment.



***Edith Wheeler***

MEMORIAL LIBRARY

*Explore ~ Connect ~ Create*



**STRATEGIC PLAN  
2018-2021**

## Strategic Plan Creates New Vision for Library

The Edith Wheeler Memorial Library is proud to announce the launch of a dynamic new Strategic Plan designed to enhance the library's connection to the community. Development of the plan began in 2016 and involved over 700 Town residents and library patrons through a survey, focus groups, an Advisory Council, and input from library staff.

Due to a flooding incident and changes in administration, the project was put on hold in 2018, but all of the feedback has now been compiled and evaluated. The library staff has developed six goals that correspond with the findings of the study. These goals along with their associated objectives are set forth as part of a plan that offers guidance through the next three years.

“The library has always had a reputation for exemplary customer service,” says Director Lorna Rhyins. “We want to enhance our existing connection with patrons and take it to a new level by developing services and partnerships that aspire to include all members of the community.”

A library that serves everyone enriches everyone.



## Goals and Objectives

Goal One: Connect to community through outreach and partnerships

**Objectives:**

- 1) Expand outreach to community organizations
- 2) Develop a balance of active and quiet areas that meet the needs of the community
- 3) Engage new and underserved communities
- 4) Enhance staff engagement with patrons through outreach within and outside the library

Goal Two: Create a community of readers

**Objectives:**

- 1) Explore expanded special needs offerings
- 2) Improve marketing of current offerings
- 3) Expand partnership with community educational institutions
- 4) Expand collections/online offerings for early literacy
- 5) Explore avenues to bring the community together over topics of common interest
- 6) Create communal spaces to share reading opportunities
- 7) Expand reader's advisory

Goal Three: Build successful enterprises

**Objectives:**

- 1) Expand outreach to the business/entrepreneur community
- 2) Promote offerings to the business/entrepreneur community
- 3) Identify and evaluate business needs
- 4) Build resources to meet identified needs

Goal Four: Create and share content through experiential learning

**Objectives:**

- 1) Evaluate current space usage to accommodate experiential learning by experimenting with the right balance between active learning space and quiet space
- 2) Develop partnerships with makers, clubs, and educators
- 3) Increase understanding of experiential learning for staff and community
- 4) Identify community resources to partner with already-existing creative/technical professionals

Goal Five: Be an informed citizen

**Objectives:**

- 1) Increase community engagement in civil discourse
- 2) Increase outreach to civic groups
- 3) Expand and promote databases and resources with reliable information

Goal Six: Provide exemplary service

**Objectives:**

- 1) Implement staff training and professional development programs that emphasize building a creative, knowledgeable, and patron-focused team
- 2) Identify gaps in service
- 3) Identify space changes necessary to the delivery of exemplary service

