

# Strategic Plan 2019 - 2021

## FLWL Strategic Plan

- ► We asked three questions.
  - ► What do you like about the Library?
  - ▶ What don't you like about the Library?
  - What else would you like the Library to offer?

- The community responded.
  - New, larger community room
  - ▶ Outdoor reading space
  - ► Coffee service (cart, coffee shop)
  - Remote book return locations
  - ► Expanded Book Sale
  - ▶ More programming for seniors
  - More cultural programming
  - ▶ More books, magazines, media, etc.
  - More resources for teens
  - More marketing of library services and collections
  - ▶ More staff

# FLWL Strategic Plan

From there we created the Strategic Plan that will quide the Frank L. Weyenberg Library Board of Trustees and Staff during the next three years.

## FLWL Strategic Plan



Welcome All Visitors



Satisfy Their Curiosity



Create Citizen Advocates

FRANK L. WEYENBERG LIBRARY Strategic Plan 2019-2021

### Components of Success



Welcome All Visitors Enhance Interior & Exterior spaces to provide for:

- · Growing collections (including Book Sale)
- Social activities (meetings, events, group activities, play)
- Solitary activities (studying, reading)

#### Welcome Patrons



Welcome All Visitors Enhance Library Spaces:

- · Beautify Main Entrance
- · Build a Reading Garden (visible from Cedarburg Road)
- · Create a Used Book Shop
- · Add a Distinctive Feature to the Children's Department

### Components of Success



Satisfy Their Curiosity Enhance Collections & Events:

- More books at all interest levels
- Unique collections to satisfy local interests
- · Expanded adult programming

## Satisfy Their Curiosity



Satisfy Their Curiosity Enhance Collections & Events to include:

- · Expand documentary series
- · Add paperback collection
- Create Adventure Pass program

#### Components of Success



Create Citizen Advocates Encourage increased support for the Frank L. Weyenberg Library

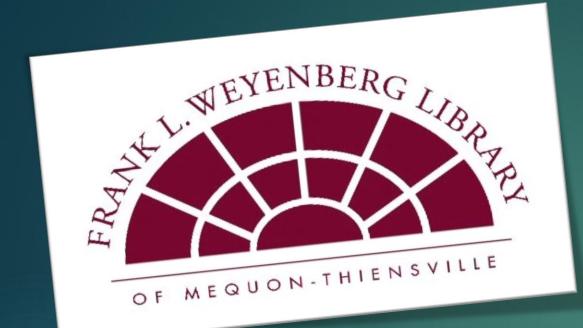
- · Approach the City of Mequon for an increase in annual allocation
- · Establish a Friends group
- · Educate community about Library resources & funding

#### Create Citizen Advocates



Create Citizen Advocates Encourage increased support

- Request municipal support based on increasing equalized value
- · Champion volunteers & advocates with Friends Group
- · Educate community about Library materials and services, and funding sources





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