

**Vision 20/20**  
**Lester Public Library**  
**Strategic Plan 2018-2022**

**Lester Public Library's Mission:**

Read. Discover. Connect. Enrich. Read, discover new things, connect ideas and people, and enrich your life and community.

**Lester Public Library's Vision:**

2017 marked the twentieth year of library service from the 'new' location at 1001 Adams Street. The building has served our community very well over the past twenty years. Our strategic plan looks forward to our next twenty years of library service in Two Rivers. We recognize the building remains an architectural focal point for the City. There has been certain wear and tear that we will address along with an eye for serving our patrons well into the next twenty years.

Vision 20/20 will turn our creative eye towards interior building improvements. Focus is on: facility upgrades and improvements; develop a programming menu, aimed at both children and adults that assist patrons with current and developing technologies, starting and building upon local business (tie-in to the City Economic Development Strategic Plan); and continue improved marketing for library collections and services.

**Goal: 21<sup>st</sup> Century Space**

We envision a 21<sup>st</sup> Century Space as one that compliments patrons' busy, digital lifestyles. Public and private spaces should take into consideration the need for community and collaboration, ease and speed of access, and should facilitate the easy use of technology within those spaces. Flexibility is the key to facilitating the many different types of "gatherings" which the library hosts.

- Wired for technology
  - Add outlets, charging stations, wiring so that patrons can more conveniently use and charge their mobile devices.
  - Wire and add electronic meeting technologies to the Webster Room as well as update technology in Community Room.
  - Investigate purchasing online registration system for programs and room availability/booking
  
- Foster collaboration
  - Create small group work spaces along the windows with seating designed for shared projects and technology.
  - Create new "meeting spaces" within the library, through the use of moveable shelving, seating and furnishings, and built-in technologies. These spaces could be used to supplement or replace library programming in existing meeting rooms, thus providing greater access to traditional spaces for public meetings.

- User friendly spaces
  - Add sound baffling to Youth Services Area to reduce noise levels in the library.
  - Redesign Circulation Area to improve efficiency, workflow and sightlines for staff and to streamline the checkout process for patrons.
  - Explore options for additional parking.
  - Investigate the possibility of adding service hours.
  - Install new bike racks and outdoor benches in garden areas.
  - Improved signage to promote patron self-sufficiency and make it easier for staff to provide direction.
  
- Safe & comfortable space for all
  - Replace carpeting.
  - Repair the HVAC system, including a new boiler and humidifier upgrade
  - Resurface parking lot.
  - Review storage solutions, indoor and outdoor.
  - Reseal windows.
  - Seek improved lighting solutions.

### **Goal: 21<sup>st</sup> Century Skills**

In a world where technology pervades every aspect of our lives, we envision the library as a trusted source for digital access, knowledgeable help and skill-building tools and training. With daily life requiring ever increasing digital literacy skills, the library can play a vital role in creating a digitally fluent workforce and community. Partnerships with other government agencies, businesses and non-profits can also foster area workforce development.

However, the library cannot lose sight of its “traditional” goal, since at the heart of any kind of literacy, is the written language. Creating and encouraging the love of reading for pleasure, knowledge and self-improvement remains the bedrock in building a skilled workforce and engaged community.

- The magic of reading
  - Continue to promote early literacy, both in the library and through outreach opportunities.
  - Foster sense of community by hosting discussions of books and ideas and offering programs that encourage learning and civil engagement.
  - Promote the expertise and knowledge of the staff for all things book related.
  
- Digital literacy is for everyone
  - Host more participatory programming for all ages focused on technology and digital literacy.
  - Actively participate in the WI Coding Initiative by offering ongoing coding based programming designed to encourage patrons of all ages to engage in

“computational thinking” and problem solving that will improve their understanding of technology and enhance future job prospects.

- Investigate learning software and instructional partnerships that could be made available to patrons wanting to learn new skills.
- Community and workforce development
  - Partner with Progress Lakeshore, Chamber of Commerce, Two Rivers Main Street, and Two Rivers Business Association with the goal of creating educational programming for individuals and groups wanting to start a new business or build upon existing area businesses.
  - Seek partners willing and able to lead tech-based skills programs.
  - Actively promote the library’s resources to the business community.

### **Goal: 21<sup>st</sup> Century Communication**

21<sup>st</sup> century communications are social, interactive and constantly changing. The library competes with constant streams of information and marketing via computers or mobile technologies as well as more traditional media. The library needs to communicate creatively, effectively and efficiently to reach users and potential users. Promoting the libraries’ resources, availability and expertise is essential if the library wants to be the first point of contact for informational needs in Two Rivers. The library should explore and possibly expand its role as a hub for city communications as well.

- Internet presence
  - Redesign and streamline the library’s website, concentrating on accessibility for mobile devices.
  - Actively market library services that are available to patrons even when the physical doors are closed.
  - Engage patrons interactively through social media.
  - Explore non-traditional means for offering traditional services.
- Everyone is a marketer
  - Offer formal or informal training to other city departments on effective social media marketing techniques.
  - Encourage staff participation in social media marketing efforts.
  - Actively pursue new and creative ways for staff to market library services.

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