

Pewaukee Public Library

Strategic Plan 2024-2026

Mission Statement

The mission of the Pewaukee Public Library is to enrich lives and strengthen community by providing universal access to knowledge, information and resources.

Goal 1: Facilities & Grounds

Maintain and improve the Library's infrastructure to ensure that the facility and grounds continue to meet the needs of the community and remains in acceptable condition.

OBJECTIVES:

- Assess building layout to optimize space needs for collections and patron and staff use.
- Increase accessibility to the Library's facility and grounds.
- Develop and adopt a capital improvement plan for systematic infrastructure repair and replacement.
- Explore sustainable efficiencies which would have a positive impact on operating expenditures.
- Explore enhancement options for the library grounds.
- Implement a 5-year capital improvement schedule for all facility and grounds improvements.

Goal 2: Collections & Services

Evaluate, enhance, and grow Library collections and services.

OBJECTIVES:

- Monitor trends in collection formats and popularity trends.
- Innovate by adding new formats and types of materials to collections.
- Increase digital content to reduce wait times and build a permanent collection for current and future use.
- Assess the physical condition of collections.
- Replace and/or repair items that are in poor condition.
- Leverage new technologies to streamline patron access to collections and services.

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Goal 3: Programming & Outreach

Strengthen and expand program and outreach offerings to encourage lifelong learning, engagement and community.

OBJECTIVES

- Promote and find new ways to highlight the importance of early literacy.
- Increase offerings at community events and social gatherings with the goal of reaching groups that currently do not use Library services.
- Enhance outreach services to those who cannot easily travel to the Library such as senior and long-term care facilities.
- Expand offerings to identified underserved populations.

Goal 4: Community Engagement

Advocate for the Library and build awareness of our commitment to a successful Pewaukee.

OBJECTIVES:

- Educate the community and elected officials on the Library's collections and services.
- Nurture and support existing community partnerships and encourage the growth of new community partnerships.
- Explore partnerships for community grants and funding for innovative projects and facility improvements.
- Foster communication and collaboration between the Library and other departments in the City and Village of Pewaukee.

Goal 5 : Marketing

Create excitement in Pewaukee about the Library with a vibrant, unique and engaging marketing program.

OBJECTIVES:

- Evaluate and utilize new technologies to create and disseminate marketing materials.
- Establish a style guide for consistent branding.
- Use analytics to guide decision-making processes to develop effective marketing campaigns.
- Explore ways to market and promote our collections and services to non-library users.