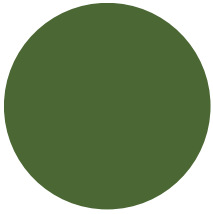


2024  
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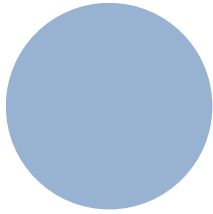
T.B. SCOTT FREE LIBRARY  
STRATEGIC PLAN



MISSION  
STATEMENT



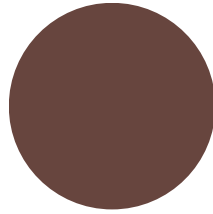
Serving the Merrill area through traditional and innovative services, T.B. Scott Free Library connects people to their community and the world, promotes literacy and civic engagement, encourages and supports life-long learning, ensures free and open access to ideas, and provides opportunities to keep community members culturally, mentally, and socially engaged.



VISION  
STATEMENT



To cultivate a library environment so vital that everyone desires to be an active library user.



GOALS



- Lifelong Learning
- Awareness
- Programming
- Collections
- Facilities



## Lifelong Learning

**PROMOTE AND ENCOURAGE COMMUNITY MEMBERS OF ALL AGES TO DISCOVER THE JOY OF READING AND TO BECOME LIFELONG READERS AND LEARNERS.**

### ACTION STEPS

- Action Step 1.1 Maintain current programming and continue active promotion of literacy programs and events.
- Action Step 1.2 Enhance library spaces that help parents and other caregivers develop early literacy skills in children age birth – 5 years.
- Action Step 1.3 Provide responsive, educational opportunities for staff to grow and expand their knowledge and skills in order to support patrons as lifelong readers and learners.



## Awareness

**INCREASE THE VISIBILITY AND RECOGNITION OF T.B. SCOTT FREE LIBRARY AND ITS OFFERINGS TO THE RESIDENTS OF MERRILL AND THE SURROUNDING COMMUNITY.**

### ACTION STEPS

- Action Step 2.1 Seek out sustainable partnerships and collaboration opportunities with local businesses, the school district, community organizations, and/or other municipal departments.
- Action Step 2.2 Continue to update the T.B. Scott Free Library website on a regular basis, to include new and upcoming programs and services and remove outdated information in a timely manner.
- Action Step 2.3 Educate the community regarding library resources to increase traffic to the library in person and online.
- Action Step 2.4 Create a greater sense of inclusion and sense of community through customer service and promotion.
- Action Step 2.5 Develop and maintain a public awareness and promotion plan.



## Programming

DEVELOP AND EXECUTE PROGRAMMING, SERVING A BROAD RANGE OF AGES AND INTERESTS, EXPANDING OUR AWARENESS OF DIVERSITY IN OUR COMMUNITY AND TO PROMOTE CIVIC ENGAGEMENT.

### ACTION STEPS

- Action Step 3.1 Continue to provide technology-related programs.
- Action Step 3.2 Develop a staff schedule that allows for community outreach, professional development, and additional library programs.
- Action Step 3.3 Collaborate with local agencies to create programs to support the diverse interests of adult residents.
- Action Step 3.4 Create programs for all ages that highlight local talent, resources and cultural heritage.
- Action Step 3.5 Provide programs that promote school readiness and improve learning outcomes while supporting diversity.



## Collections

PROVIDE COLLECTIONS RESPONSIVE TO COMMUNITY INTERESTS AND NEEDS AND THE DIVERSE POPULATION THE LIBRARY SERVES.

### ACTION STEPS

- Action Step 4.1 Continue to enhance collections that introduce new ideas, build skills, and stimulate curiosity.
- Action Step 4.2 Collaborate with local entities for the development of programming that facilitates personal and professional growth for the members of the community.
- Action Step 4.3 Collaborate with area adult service facilities to enhance outreach programming to be held on and off site.
- Action Step 4.4 Support area schools in providing resources for teachers and students.
- Action Step 4.5 Provide programs and collections that incorporate STEM education opportunities for all ages.

## Facilities

**PROMOTE AND ENCOURAGE USE OF THE LIBRARY AS A SAFE, COMFORTABLE, AND WELCOMING PLACE TO MEET AND INTERACT WITH OTHERS.**

### ACTION STEPS

- Action Step 5.1 Revise and maintain the master capital plan for the library that focuses on areas not included in the City’s 20-year capital plan.
- Action Step 5.2 Design and maintain spaces that are adequate and flexible to meet the community’s needs, such as conversation spaces, creativity, education and engagement.
- Action Step 5.3 Educate the community regarding library resources to increase traffic to the library in person and online.
- Action Step 5.4 Curate materials that allow for fun and imaginative play and exploration.
- Action Step 5.5 Increase efficiencies in the library space to reduce unnecessary burdens on staff time and enhance the patron experience.

## PLANNING PROCESS

### GOALS OF THE PROCESS

- To maintain a high level of satisfaction among library users by providing services and programs responsive to our community needs
- To assess the utilization of space within our library for best use of the facility in the changing environment of the library today
- To assess the utilization of staff to best deliver services in the constantly changing environment of the library today

**APRIL 2023** ◆ Library administration examined several sources of data and information about the library’s existing services, including:

- Annual report data: All public libraries in the Wisconsin are required to submit an annual report to the Department of Public Instruction.
- Local demographic data and library comparative data prepared by Wisconsin Valley Library System.

**MAY 2023** ◆ Library staff presented an outline for the Strategic Planning Process. A timeline and suggested tasks for completion of the plan were supplied. Two main areas of focus were identified: space utilization and community needs.

**JUNE 2023** ◆ Visits to comparable libraries were conducted and a summary of those visits was presented to the Library Board of Trustees at the September meeting.

**SEPTEMBER 2023** ◆ At the Board Meeting, the Library Administration Team presented a Library Demographic Review as part of the data gathering process which reviewed library usage and services.

**OCTOBER 2023** ◆ A community survey was conducted by Library Administration with administrative support from Erica Brewster of the Wisconsin Valley Library Service and volunteer support from Art Lersch. A summary report of the feedback gathered was presented to the board at the January 2024 meeting.

**APRIL 2024** ◆ The Library Administration Team presented proposed Goals with measurable Objectives.

**MAY 2024** ◆ The Library Administration Team presented the final report to the Library Board for approval.