

# FRANKLIN PUBLIC LIBRARY

## 2020 ACTION PLAN



Adopted by the Franklin Public Library Board on March 30, 2020



FRANKLIN PUBLIC LIBRARY  
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[www.FranklinPublicLibrary.org](http://www.FranklinPublicLibrary.org)

## Strategic Goal I – Programming

The Franklin Public Library will provide quality programming and events that deliver value to our community while best utilizing the resources of the library.

### Objectives:

- A. Implement a comprehensive evaluation of library programming to determine programming priorities
  - i. Determine a better evaluation process for library programming
  - ii. Develop and implement in-person and online programming surveys for the public
  - iii. Create a programming evaluation form for librarians

**Potential Costs for Objective A: None expected**

- B. Provide diverse programming that will increase library users
  - i. Research public library programming trends and report on potential activities

**Potential Costs for Objective B: None expected**

- C. Coordinate more with community groups and members to provide programming
  - i. Identify key community groups and provide a report on those groups
  - ii. Coordinate outreach to community groups

**Potential Costs for Objective C: None expected**

- D. Provide programming in the community, especially areas that have been traditionally underserved
  - i. Identify those areas in Franklin that are underserved and report on findings

**Potential Costs for Objective D: None expected**

## Strategic Goal II – Community Hub

The library is the center of the community and we will work to foster and grow our role as community connector.

### Objectives:

A. Strengthen community relationships and increase community perception

- i. Develop a prioritization of existing community relationships

**Potential Costs for Objective A: None expected**

B. Grow and foster partnerships that will help the library achieve its mission

- i. Create a list of current community partners
- ii. Research and identify two new community partners
- iii. Reach out to these two new community partners
- iv. Survey current community partners to evaluate what is working and what needs improving

**Potential Costs for Objective B: \$0-\$50 (photocopies, postage charges)**

C. Provide access to trusted and open sources of community information

- i. Evaluate potential improvements to existing internal/external communication of community information

**Potential Costs for Objective C: \$0-\$4,000 (new kiosk/electronic sign, pamphlet holders)**

## Strategic Goal III – Services and Collections

We will increase the use of our services by expanding the library's presence in the community by providing enhanced access to a variety of resources.

### Objectives:

A. Ensure the library's resources and collections meet the needs of the Franklin community

- i. Develop a procedure for curbside delivery of materials on hold
- ii. Analyze Study Room usage and prepare a report on findings
- iii. Evaluate library footprint to increase spacing for patrons in library
- iv. Analyze collections' existing signage using input from shelvers, other librarians, and patrons to determine optimal ease of use

#### **Potential Costs for Objective A: None expected**

B. Bring the library to the community through outreach efforts

- i. Identify potential partners/locations for outreach programming

#### **Potential Costs for Objective B: \$50-\$200 (mileage, program supplies)**

C. Increase active cardholders and use of physical, digital, and special collections

- i. Increase signage by magazines to help drive more digital use of RB Digital emagazines
- ii. Work with Franklin Public Schools on providing library access to FPS students with student I.D. cards

#### **Potential Costs for Objective C: None expected**

D. Increase connections to area schools and senior communities

- i. Implement two new outreach programs

## Strategic Goal IV – Marketing and Awareness

We will increase public awareness of the library, its resources, and the importance of the library to the community.

### Objectives:

- A. Create a marketing plan that will identify audiences and the messages and communication channels to best reach them
  - i. Provide targeted and well-timed marketing
    - i. Establish a baseline of who the library is serving through comprehensive evaluation of database and other demographic information sources
  - ii. Develop communication strategies for specific audiences
    - i. Complete a program/initiative marketing form
    - ii. Work with MCFLS marketing staff to create a marketing plan document

#### **Potential Costs for Objective A: None expected**

- B. Promote the library through participation in and hosting of community events
  - i. No new action at this time. The Library will continue co-hosting National Night Out, Trunk-or-Treat, and An Evening with Santa programs in 2020.

#### **Potential Costs for Objective B: \$750-\$1,000 (programming supplies, takeaways)**

- C. Increase the perceived value of being a library cardholder and user of library resources
  - i. Complete the FPL 2019 Annual Report
  - ii. Work on developing virtual National Library Week activities
  - iii. Develop September “Library Card Sign-up Month” activities
  - iv. Develop an advocacy calendar to guide staff and Library Board trustees in advocacy efforts
  - v. Provide regular updates to City administration and council members on Library issues and needs throughout 2020.

#### **Potential costs for Objective C: None expected**

## Strategic Goal V – Structural Health

The library will continuously develop and implement well-developed and executed plans to strengthen our staffing, building and grounds, and finances.

### Objectives:

- A. Establish a long-term plan for staffing and development, building and grounds, and finances
  - i. Determine optimal staffing scenarios
  - ii. Coordinate Chapter 43 training for the Library Board

### Potential costs for Objective A: None expected

- B. As part of the building and grounds plan, development and implementation of ongoing maintenance, preventative maintenance, and capital improvement strategies
  - i. Review Capital Improvement Plan with Finance Committee

### Potential costs for Objective B: None expected

- C. Continued development of relationships with colleges and universities with accredited library programs to provide internship opportunities
  - i. No action at this time

### Potential costs for Objective C: None expected

- D. Develop strong relationships with organizations, groups, and other city departments that will help the library accomplish its mission to serve the community
  - i. Provide regular updates to City administration and council members on Library issues and needs
  - ii. Attend Community Engagement Conference

### Potential costs for Objective D: None expected

## 2020 Timeline

### STRATEGIC GOAL I -- PROGRAMMING

WHAT?	WHO?	WHEN?
Determine better evaluation methods of library programming	Jennifer, Keri and Librarians	Q2
Program survey committee to develop and implement in person and online surveys	Sam and Laura	Q3
Identify key community groups and report on those groups	Laura	Q3
Identify areas in Franklin that are underserved and report on findings	Laura	Q3
Coordinate outreach to community groups	Laura	Q4
Create programming evaluation form for librarians	Jennifer and Keri	Q4
Research public library programming trends and report on the findings	Librarians	Q4

### STRATEGIC GOAL II – COMMUNITY HUB

WHAT?	WHO?	WHEN?
Prioritize existing community relationships	Jennifer	Q2
Create list of current community partners	Jennifer and Laura	Q2
Identify two new community partners	Keri and Librarians	Q3
Outreach to new community partners	Laura	Q3
Evaluate potential improvements to existing internal/external communication of community information	Jennifer, Keri, and Maureen	Q4

### STRATEGIC GOAL III – SERVICES AND COLLECTIONS

WHAT?	WHO?	WHEN?
Develop a procedure for curbside delivery of holds	Jennifer, Keri and Maureen	Q2
Increase signage/awareness of digital magazines	Maureen	Q2

Work with Franklin Public Schools to provide library access with student I.D. cards	Jennifer and Keri	Q2
Evaluate library footprint to increase spacing for patrons in library	Jennifer and Keri	Q3
Analyze collections' existing signage with input from shelveers, patrons, other librarians	Librarians	Q3
Identify potential partners/locations for outreach programming	Laura	Q3
Implement two new outreach programs	Librarians	Q4
Analyze Study Room usage and report on findings	Keri	Q4

#### **STRATEGIC GOAL IV – MARKETING AND AWARENESS**

WHAT?	WHO?	WHEN?
Establish baseline of who the library is serving	Jennifer and Keri	Q2
Complete the 2019 Annual Report	Jennifer	Q2
Develop virtual “National Library Week” activities	Laura	Q2
Develop September “Library Card Sign-up Month” activities	Maureen and Circulation staff	Q2
Complete a program/initiative form	Jennifer, Keri and Laura	Q3
Develop advocacy calendar to guide staff and Library Board trustees in advocacy efforts	Jennifer	Q3
Work with MCFLS marketing staff on marketing plan	Jennifer	Q4

#### **STRATEGIC GOAL V – ORGANIZATIONAL HEALTH**

WHAT?	WHO?	WHEN?
Determine optimal staffing scenarios	Jennifer, Keri and Maureen	Q2
Review Capital Improvement Plan with Finance Committee	Jennifer	Q2
Coordinate Chapter 43 training for the Library Board	Jennifer	Q3
Provide annual updates to City administration and council members on Library issues and needs	Jennifer	Q4
Attend community engagement conference	Laura and Health Dept. staff	TBD