

# FRANKLIN PUBLIC LIBRARY

## 2022 ACTION PLAN



**Adopted by the Franklin Public Library Board January 24, 2022**

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

# 2022 Action Plan

## 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.***

WHAT?	WHO?	WHEN?
Program survey committee to develop and survey residents on desired programming to identify programming gaps --Increase attendance by 25% over 2021	Sam, Laura	Q1
Increase technology programming with our Virtual Reality Center --Hold 2 programs in 2022	Sam	Q2, Q4
Increase variety and offerings of in-person and take home activities during Summer Reading Program --Increase participation by 25% over 2021	Sarah and Briony	Q2-Q3
Develop programming with business leaders and community experts to share their knowledge on topics of interest to Franklin residents --Develop and market 2 programs in 2022	Jennifer, Keri	Q2, Q4

## STRATEGIC GOAL II – COMMUNITY HUB

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

WHAT?	WHO?	WHEN?
Evaluate potential improvements to existing internal/external communications	Jennifer, Keri, Maureen	Q1
Promote the CreateSpace to the community and provide more opportunities for community members to connect in that space --Increase CreateSpace usage by 25% over 2021	Jennifer, Keri	Q2
Evaluate and implement the use of room scheduling software for reservations of meeting rooms --Reduce hours spent on reservations by 10%	Andy	Q2
Continue to work with new and established community partners on program initiatives	Laura	Q2, Q4
Survey other MCFLS libraries on how they serve their diverse communities	Laura, Sam, Andy, Briony	Q3
Identify ways to work with non-FPS schools serving Franklin residents to increase use of the library among families with students (Franklin-Oak Creek, Indian Community School, and Whitnall School District)	Laura, Briony, Sarah	Q4

### 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.*

WHAT?	WHO?	WHEN?
Research Franklin business grants for funds to purchase diverse materials (Strauss, NML Foundation, etc.)	Keri, Laura	Q1
Oversee addition of new tools to enhance the CreateSpace patron experience --Increase CreateSpace usage by 50% over 2021	Jennifer, Keri	Q2
Implement one new library collection/programming location	Jennifer, Andy	Q3
Implement a new foreign language adult fiction collection in Hindi, Arabic and Spanish languages --50% of new collection will circulate in 2022	Keri	Q4

### 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.*

WHAT?	WHO?	WHEN?
Oversee implementation of "We Miss You" marketing campaign to expired cardholders --10% of patrons on list will renew library cards	Jennifer	Q1
Enhance reader’s advisory efforts for adult readers through suggested reading pamphlets in fiction and nonfiction --Create 3 pamphlets per quarter	Andy	Q1, Q2, Q3, Q4
Create the process for a regular marketing campaign to new residents	Jennifer, Laura	Q2
Create a series of videos highlighting the Virtual Reality Center, photo scanner, and VHS transfer station. --One video per service/collection	Sam	Q2
Increase Summer Reading Program participation by promoting and encouraging Beanstack in Franklin schools and daycares --Increase participation in SRP by 25% over 2021	Sarah and Briony	Q2
Partner with the Rock on community nights at Milkmen games --Outreach to 10% of attendees per night	Jennifer, Laura, Keri	Q2
Increase the library’s presence at the Summer Concert Series, Franklin Civic Celebration, and National Night Out	Laura	Q2, Q3

Partner with Volition Franklin to increase attendance at teen programs --Program attendance will increase by 25% over 2021	Laura	Q3
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**STRATEGIC GOAL V – ORGANIZATIONAL HEALTH**

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

WHAT?	WHO?	WHEN?
Increase awareness at the city administration level of library initiatives and services -- Library Director will schedule 6 annual (bi-monthly) meetings with the City Administrator	Jennifer	Q1-Q4
Assistant Director to work closely with Library Director to learn more of the director's role in the library (creating budgets/library board packets/open meetings	Jennifer, Keri	Q1
Oversee comprehensive evaluation of library hours and present findings to the Library Board	Jennifer, Keri, Maureen	Q2
Work with Library Board Finance Committee and City Finance Director on donations fund	Jennifer	Q2
Work with Franklin Police Department and Buildings Maintenance Supervisor to increase safety for staff and patrons	Jennifer	Q3
Work with Library Foundation to expand fundraising opportunities --10% increase in donations	Jennifer, Laura	Q4