

# FRANKLIN PUBLIC LIBRARY

## 2023 ACTION PLAN



FRANKLIN  
P U B L I C  
L I B R A R Y

learn...explore...connect

Adopted by the Franklin Public Library Board January 23, 2023

FRANKLIN PUBLIC LIBRARY  
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FRANKLIN, WI 53132  
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[www.FranklinPublicLibrary.org](http://www.FranklinPublicLibrary.org)

# 2023 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?	Notes
Goal: Survey program participants regarding future programming offerings and report findings to the Library Board in January 2024 Objective: at least 25% survey participation	JL, Librarians	Q1 - Q4	
Goal: Increase outreach by partnering with local senior living apartments and daycares Objective: Develop and implement at least one program	Briony, Sarah, Laura	Q3	
Goal: Hold VR Center programming with new Quest 2 VR headset Objective: Develop and market at least one program	Sam, Laura	Q3	
Goal: Create library outreach and passive programming for tweens and teens in local schools Objective: Develop and implement at least one program	Laura	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?	Notes
Goal: Evaluate and implement the use of room scheduling software for reservations of meeting rooms Objective: Reduce staff hours spent on reservations by 10%	Andy	Q2	Continued from 2022
Goal: Research how other libraries serve their diverse communities to increase use of the library's services and resources Objective: Identify one project to implement that will utilize what is learned	Laura, Sam, Andy, Briony	Q3	Continued from 2022
Goal: Increase use of tools and resources available in the CreateSpace Objective: Increase CreateSpace usage by 10% over 2022	Keri	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?	Notes
Goal: Purchase new foreign language adult fiction collection Objective: Develop at least one new collection	Keri	Q2	Continued from 2022
Goal: Create new kit collection for sensory-based items Objective: At least 25% of new collection will circulate in 2023	Briony	Q2	
Goal: Research and implement new formats to expand offerings in children’s audio collection Objective: At least 25% of new collection will circulate in 2023	Sarah	Q3	
Goal: Explore partnerships with local daycares to provide rotating collections of children’s materials Objective: Implement at least one site addition	Andy, Briony, Sarah	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?	Notes
Goal: Revitalize FPL’s presence on Facebook and Instagram by posting 1-3 library related (non-news) related posts per week Objective: Increase reactions on posts by 25%	Sam	Q1	
Goal: Increase awareness and usage of video-streaming services available through the library by creating suggested viewing lists Objective: Create at least one list per quarter	Andy	Q1 - Q4	
Goal: Present the SRP in person at local schools Objective: Increase SRP participation by 10%	Sarah, Briony	Q2	
Goal: Train staff to create targeted marketing emails and increase community’s awareness of library programs and services Objective: Increase program attendance and resource usage by 10%	Jennifer and MCFLS Marketing Specialist	Q2	
Goal: Highlight available CreateSpace technology Objective: Upload at least one video of a service to the Library’s YouTube channel	Sam	Q3	Continued from 2022
Goal: Further develop the library’s presence at three or more community events and it’s interactions with other community-based organizations and businesses Objective: To initiate at least 1000 face-to-face interactions	Laura	Q4	

## 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?	Notes
Goal: Create communication survey for staff to evaluate internal communication preferences Objective: At least 90% staff participation	Keri, Maureen	Q1	
Goal: Work with Library Board Finance Committee to develop 2024 budget to present to the Library Board prior to the city's budget timeline Objective: Preliminary 2024 budget presented at April Library Board meeting	Jennifer	Q2	
Goal: Develop a three-year plan with staffing, finances and personnel to present to the Library Board Objective: Present at May Library Board meeting	Jennifer	Q2	
Goal: Work with City staff and/or Library Board to implement enhanced safety and security measures Objective: Project will be implemented by June 2023	Jennifer	Q2	Continued from 2022
Goal: 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 laws) Objective: Assistant Director will create at least one board packet and run a meeting	Jennifer, Keri	Q3	Continued from 2022
Goal: Present to the Library Board on future library plans and projects Objective: Present plan to the Library Board at the September meeting	Jennifer	Q3	
Goal: Solicit cash and/or in kind donations from local businesses and organizations Objective: Make 10 contacts within the local community	Jennifer, Laura	Q4	