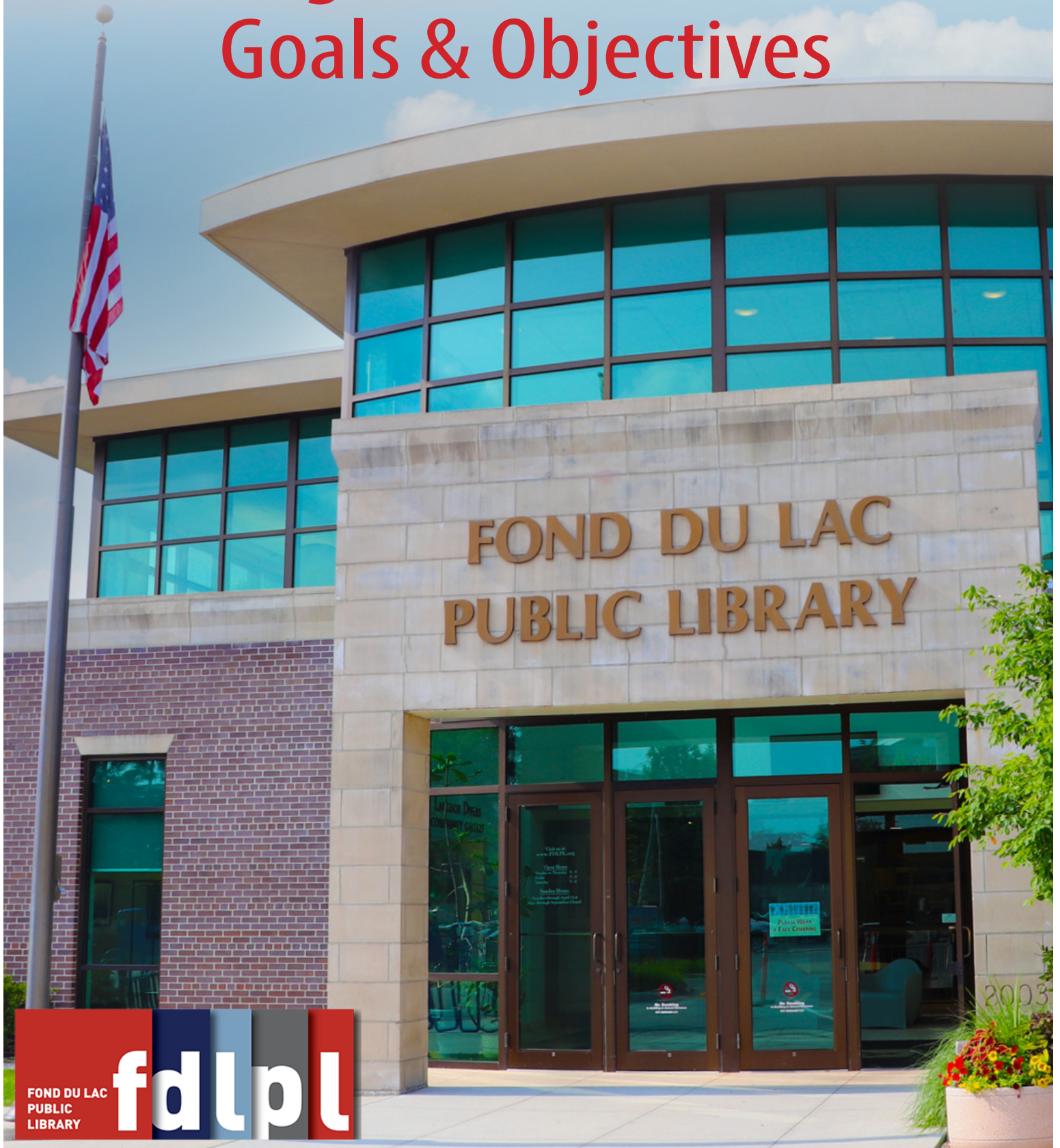


Fond du Lac Public Library

Strategic Plan 2021-2026 Goals & Objectives



FOND DU LAC
PUBLIC
LIBRARY

fdlpl

Welcome to the FOND DU LAC PUBLIC LIBRARY

Radically welcoming • Community happens here

The **Fond du Lac Public Library** is a place where new ideas are encouraged and incubated. Over the next five years, we will expand upon and deepen that culture to create a space that is truly *inclusive, equitable, and accessible for all*.

The **Fond du Lac Public Library** will explore new relationships, deepen existing ones, and work to amplify voices and ideas that historically have not been heard.

In collaboration with community stakeholders, the library will intentionally examine its institutional policies and practices and work to evolve where and when necessary to ensure that we are *radically welcoming*.



The Process

Many stakeholder voices were engaged in this strategic planning process, including hundreds of community members, library staff, and library board members.

In the **interviews**, **group conversations**, **surveys**, and **questionnaires** gathered, critical core themes about the **Fond du Lac Public Library** emerged again and again, and will show up in one or more of the strategic goal areas:

ROBERT & BERNICE SEEFELD LOCAL HISTORY ROOM



We listen, connect and lead.

We support community initiatives, listen carefully to our partners, and facilitate spaces where new ideas and projects can take shape and grow.

We are a gathering place.

As one community member shared, "The Public Library is the glue to the city. The central gathering [place] for the city."

We are innovative.

We have unique and forward-facing spaces and services and we strive to keep our eyes to the future needs of our community.

We value a team approach.

Our staff is a critical component of the library. Staff are able to share ideas and tap into our skill sets to pilot new ideas or make existing processes work better.

Community Priorities

Several themes and big ideas about the community, about the library, and the connection of the two were consistently conveyed and heard throughout the community information gathering phase of creating the strategic plan. These priorities were utilized in the development of a series of strategic goals for the **Fond du Lac Public Library**.

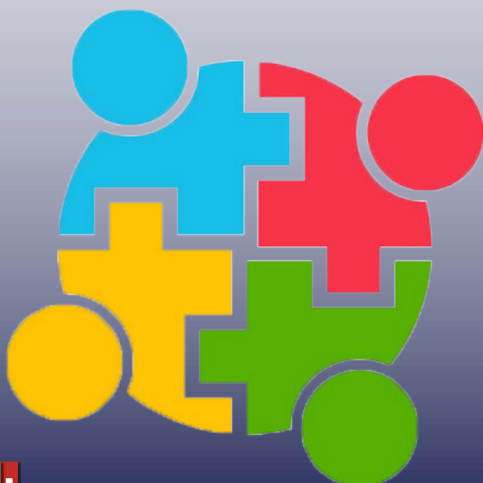


Access:

Where you live and who you are affects whether you have equal access to Fond du Lac's amenities. Aspects of the city's infrastructure create barriers for some in the community.

Community:

Many people in Fond du Lac embrace a collaborative and community-minded approach to projects and initiatives. Individuals, groups, and businesses are willing to help make things happen.



Inclusion:

Community members, especially those directly impacted or affected by services, policies, and practices, must direct those services, policies, and practices; in sum, "Nothing about us without us."

Growth:

As Fond du Lac evolves, there is a desire to see many aspects of the community grow, including new and young businesses; youth engagement activities; and a greater commitment to sustainability.



Our Strategic Goals



Strategic Goals for the Fond du Lac Public Library for 2021-2026

- WE ARE A RADICALLY WELCOMING LIBRARY •
- WE CREATE A CULTURE OF CURIOSITY & INNOVATION •
- WE COMMUNICATE EFFECTIVELY •
- WE INVEST IN OUR PEOPLE & PLACES •
- COMMUNITY HAPPENS HERE •

Goal #1

Community Happens Here

We are a trusted, innovative community resource and we are at the forefront of community collaboration and change.

OBJECTIVE 1 PEOPLE

Develop and nurture strong, sustainable partnerships with community organizations, groups, and people across Fond du Lac.

OBJECTIVE 2 PLACES

Meet community members where they are through library happenings and collaborations.

OBJECTIVE 3 PRACTICES

Increase the ways that the library can model forward-thinking innovation and change.



Fond du Lac Public Library's Doggie Oasis at Fondue Fest 2021

Why is this goal important?

*Fond du Lac Public Library is known as **an innovator of STEM/STEAM, maker, and financial literacy programs**. A major part of the library's success in these areas is due to the strong base of community collaboration and engagement with formal and informal groups and organizations, as well as individuals in the community. The fact that the library is a willing, enthusiastic, and engaged partner was noted in surveys and interviews as **a strength and an area to expand**.*

*The concept or theme of **the library as a community hub, conversation, and gathering place** was mentioned numerous times throughout the information gathering phase of this strategic plan.*

*While the library's downtown location is a strength, to make the library more accessible for all, **it is important to explore mobile or other service points outside of the downtown location**.*



Goal #2

A radically welcoming library

We want all community members to know that they are welcome. We strive to be inclusive, to offer spaces and services that are representative of our diversity, and to always center the safety and wellbeing of our community members, especially those that have historically been underrepresented or marginalized.

OBJECTIVE 1 PEOPLE & PLACES

Invest in physical & virtual spaces and skills that allow for collaboration, exploration, contemplation, innovation, and fun, especially for groups that are marginalized or have limited access to other shared community spaces.

OBJECTIVE 2 PRACTICES

Implement an inclusive design approach to new and existing policies and procedures, services, or space projects.

OBJECTIVE 3 PEOPLE

Increase representation, through deliberate engagement with community connectors, in library collections, marketing efforts, signage, programming and more.

OBJECTIVE 4 PLACES

Decrease barriers to the library to make it as easy as possible for people to discover and access resources and services.



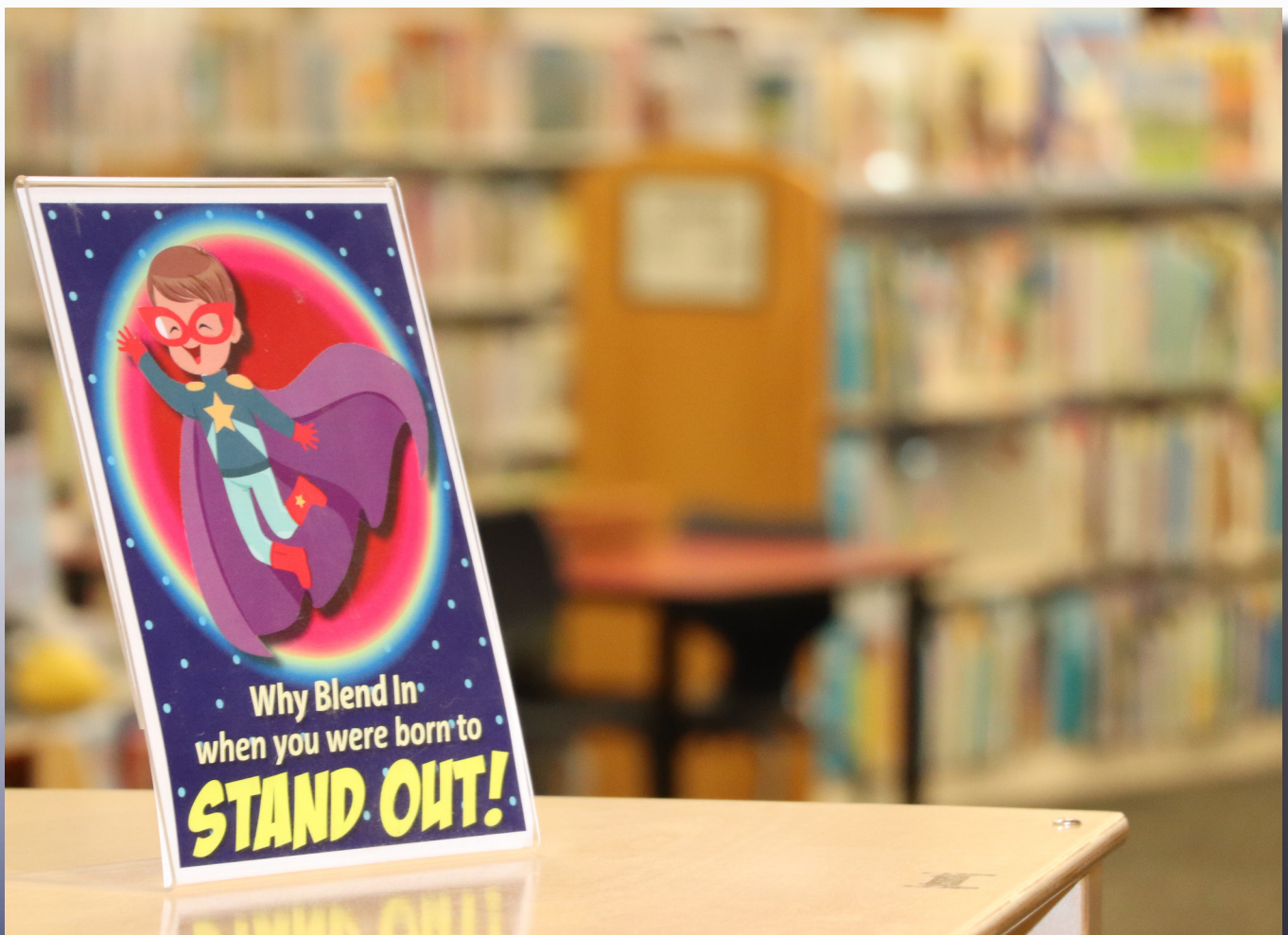
National Voter Registration Day sign-up event, 2020

Why is this goal important?

The term **“radically welcoming”** emerged during interviews of the staff of the **Fond du Lac Public Library**.

This concept needs to be applied and lived. Community interviews identified that Fond du Lac has much work to do in being an inclusive and welcoming community for all, especially as the demographics of the city evolve. The library, in its position as a trusted known quantity for many in the community, is situated to **be a model of change and intentional growth in equity, diversity, and inclusion**.

The library recognizes that **real changes, not performative statements**, are needed so it will prioritize bold change over too much introspection.



Goal #3

Creating a Culture of Curiosity and Innovation in the Community

We proactively connect our community with what they need, when they need it, whether it be resources, spaces, or other people.

OBJECTIVE 1 PRACTICES

Increase usage of underutilized resources with a multi-pronged, proactive approach that includes intentional marketing, outreach, and staff training.

OBJECTIVE 2 PEOPLE

Increase our focus on programming, resources, and services for specific groups, such as teens, young professionals, and full time workers that currently underutilize the library.



Lakeside Park Scavenger Hunt, summer 2021

Why is this goal important?

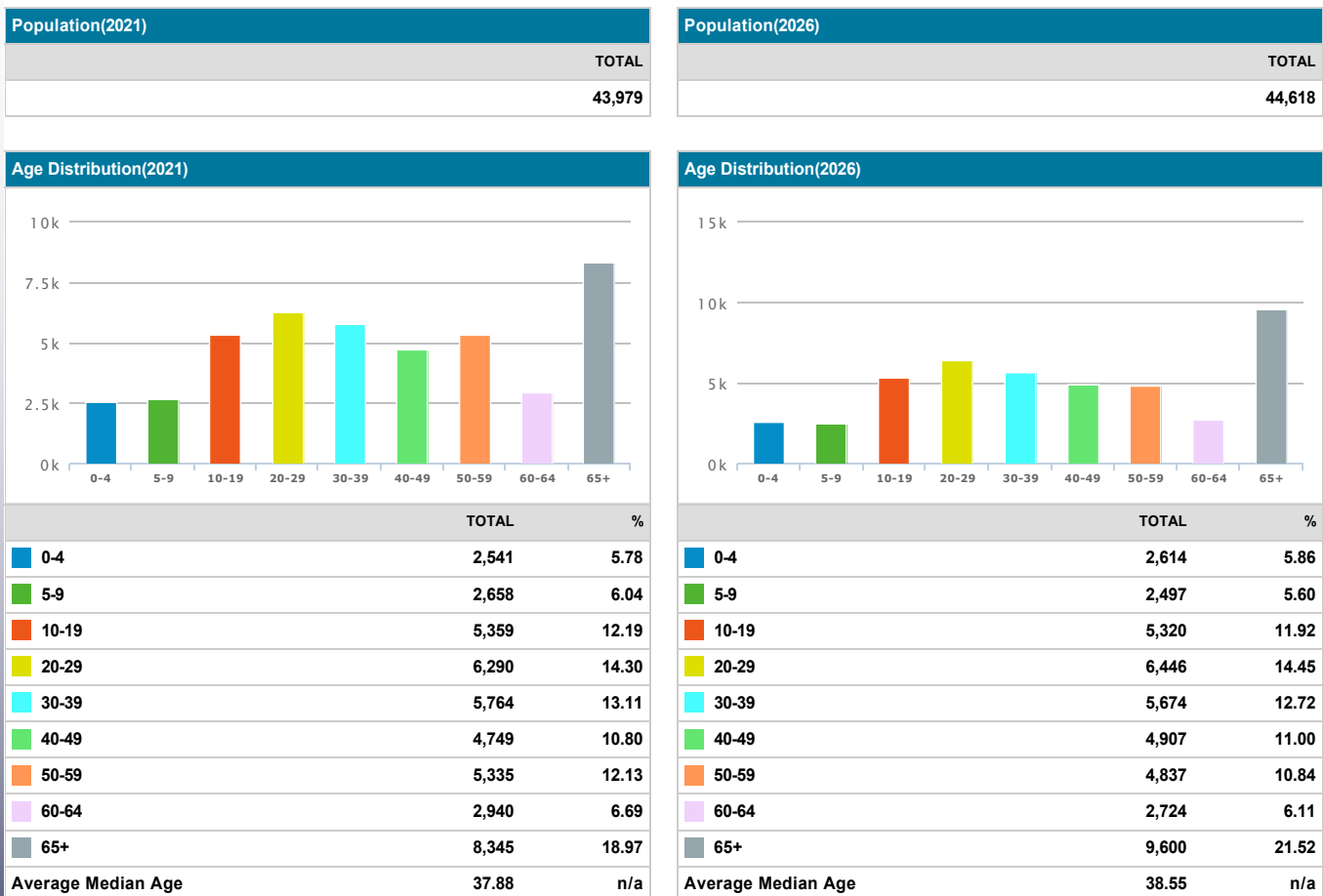
Public libraries connect people with information, whether it be through a display area, a conversation at the reference desk, or an activity at an event.

Groups that are slightly less engaged with or are underutilizing library resources should be **prioritized for outreach** by the **Fond du Lac Public Library**. These groups include teens and young adults, as well as young professionals and/or full-time workers.

An opportunity exists to **think creatively about how to engage with and support these groups**, and to be intentional about gathering information first in order to **understand their needs** before implementing any new programs or services.

Fond du Lac, Wisconsin

Demographics Report (Fond du Lac, Wisconsin)



* Demographic information from Envision Greater Fond du Lac: www.envisiongreaterfdl.com/data-center

Goal #4

We communicate effectively and inclusively with our community

We strive to meet the needs of all our community members and we provide messaging that makes it easy for people to see themselves in the places, people, and practices of the library.

OBJECTIVE 1 PRACTICES

Create a clear and cohesive communications plan or framework that includes best practices for reaching different groups.

OBJECTIVE 2 PEOPLE

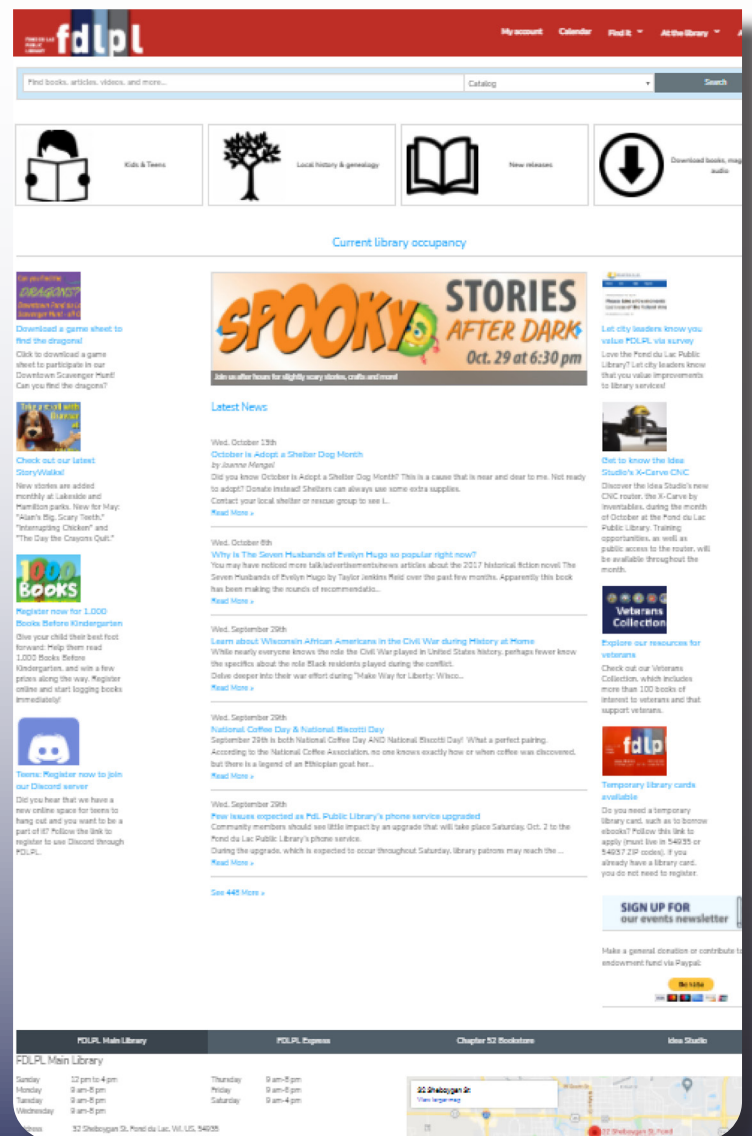
Expand reach and audience by participating in local marketing campaigns and/or by sharing news from community partners and other city agencies.

OBJECTIVE 3 PEOPLE

Turn library lovers into advocates.

OBJECTIVE 4 PLACES

Improve the user experience by providing a library website that is easy to use and promotes library services and resources effectively.



Why is this goal important?

There is room for the **Fond du Lac Public Library** to more effectively promote and to connect people to its free resources. According to survey respondents:

- 70% • Stated they were not aware of unique items in the **“library of things”** at the library, such as cake pans, bike locks, or energy meters.
- 50% • Indicated that they “never” checked out **ebooks** or **other downloadable materials** from the library.
- 81% • Responded they were not aware that the library offers access to **online databases such as Consumer Reports**.
- 72% • Indicated that they were not aware of the library’s **Spanish language collection**.
- 68% • Of regular users of the library **visit the library’s website** to learn about library events and resources.
- 63% • Of infrequent or non-users tend to hear about community events via social media, indicating an opportunity to **leverage social media to engage and inform the wider community**.



Goal #5

We invest in our people & places

The library is a community cornerstone and the staff, its bedrock. In order to meet the needs of the Fond du Lac community, our staff needs the time, training, & space to be innovative, thoughtful, and radically welcoming. The library will work to invest in people, places, and practices to the fullest extent possible.

OBJECTIVE 1 PEOPLE

Increase staff skills and confidence through appropriate learning opportunities.

OBJECTIVE 2 PRACTICES

Work towards an increase in staff capacity through the development of additional revenue streams, funding sources, or trained volunteers.

OBJECTIVE 3 PEOPLE & PRACTICES

Increase overall financial stability of the library.

OBJECTIVE 4 PEOPLE

Provide mechanisms for work-life balance that result in service excellence for our community.



Why is this goal important?

*Fond du Lac Public Library's **staff is critical to this plan**; their openness and enthusiasm was noted as a strength throughout this process.*

*To develop those assets, **ongoing staff development** is needed. **Capacity, time, and staff wellbeing** needs to be prioritized so that additional training and self-education is incorporated. Staff would like to see that everyone has **a clear sense of job duties and their role within the organization**, with the understanding that community priorities will inform how, where, and when the library as an organization is staffed and structured.*

*Over the course of this plan, there will be times when organizational priorities bump up against the reality of funding for additional staff and additional or different kinds of spaces. It is necessary for the immediate and future health of the library to devote time and energy to improving its **financial wellbeing**.*



Leadership Team

With help from the entire staff of the library as well as the community, the leadership team of the **Fond du Lac Public Library** contributed to the creation of this strategic plan. Leadership team members include:

Strategic Planning Committee

- Jon Mark Bolthouse, Library Director
- Lori Burgess, Assistant Director
- Josh Cowles, Technology Coordinator
- Sarah Davis, Youth Coordinator
- Mel Kolstad, Library Board Treasurer
- Dusty Krikau, Library Board President
- Alana LaBeaf, Information and Outreach Services Coordinator
- Ian Stepleton, Public Relations Coordinator

Library Board of Trustees

- Marilyn Averbeck
- Anne Deacy, Secretary
- Tiffany Brault, Ex-Officio City Council Representative
- Mel Kolstad, Treasurer
- Dusty Krikau, President
- Jerry Letcher
- Jay Myrechuck, Ex-Officio County Board Representative
- Sharon Simon, School Representative
- Brendan Wood-Taylor, Vice President

