

Tuesday, September 5, 2023

5:15 PM
AGENDA

E.D. Locke Public Library

1. CALL TO ORDER
2. PUBLIC APPEARANCES AND COMMUNICATION
 - a. This is an opportunity for members of the public to address the Library Board for items that are on or not on the agenda. Meeting attendees wishing to address the Board about items not on the agenda may do so at this time. Members of the public who are present in person and wish to address the Board should fill out a public comment form and turn into the meeting chairperson. When you are called upon to speak, state your name, address, and provide your comments to the Board for their consideration. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to hcox@mcfarlandlibrary.org to be included as part of the meeting.
3. ACTION ITEMS
 - a. Motion to approve the minutes of the August 7, 2023 meeting.
 - b. Motion to approve the August invoices
4. INFORMATION ITEMS
 - a. Budget Update
 - b. Director's Report
 - c. Monthly Statistical Report
 - d. Community Center
5. ITEMS FOR DISCUSSION AND POSSIBLE ACTION
 - a. Strategic Plan
 - b. 2024 Budget
 - c. Electrical system study
6. ADJOURNMENT

Any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or format should contact the McFarland Municipal Center at (608)838-3153, 5915 Milwaukee Street, McFarland, Wisconsin, or village.clerk@mcfarland.wi.us by 2:00 p.m. at least 5 business days prior to the meeting so that any necessary arrangements can be made to accommodate each request. If the meeting or request is less than 5 business days from the meeting, requests for accommodations may still be made and reasonable efforts will be made to accommodate each request.

VILLAGE OF MCFARLAND

Library Board Minutes

Monday, August 7, 2023 - 5:15 PM

1. CALL TO ORDER

Ken Machtan called the Library Board to order at 5:15 p.m. the E.D. Locke Public Library, meeting room 103.

Members present: Luke Fessler, Mona Nelson, Evan Richards, Ken Machtan, Staci Fritz, Peter Sobol (arrived at 5:25)

Members not present: Karin Mandli

Staff Present: Heidi Cox, Library Director

2. PUBLIC APPEARANCES AND COMMUNICATION

With no objection, the board to item 5d. Library Strategic Plan.

After conclusion of the discussion of 5d Library Strategic Plan, the board resumed moving through the agenda as presented.

3. ACTION ITEMS

a. Motion to approve the minutes of the July 3, 2023 meeting.

Motion by Member Evan Richards, second by Member Peter Sobol, to approve the minutes of the July 3, 2023 meeting. Motion carries 5 - 0 - 1 by acclamation, with Mona Nelson abstaining.

b. Motion to approve the July invoices

Motion by Member Staci Fritz, second by Member Mona Nelson, to approve Motion to approve the July invoices Motion carries 6 - 0 - 0 by acclamation.

4. INFORMATION ITEMS

a. Budget Update

b. Director's Report

c. Monthly Statistical Report

d. Community Center

5. ITEMS FOR DISCUSSION AND POSSIBLE ACTION

a. Close the library from 9am - noon on October 19th, 2023 for staff CPR Training

Motion by Member Evan Richards, second by Member Staci Fritz, to approve closing the library from 9am - noon on October 19th, 2023 for staff CPR Training Motion carries 6 - 0 - 0 by acclamation.

b. 2024 Budget

c. Library Faxing & Scanning Policy

Motion by Member Evan Richards, second by Member Peter Sobol, to approve the jLibrary Faxing & Scanning Policy Motion carries 6 - 0 - 0 by acclamation.

d. Library Strategic Plan

6. ADJOURNMENT

Motion by Member Evan Richards, second by Member Mona Nelson, to adjourn at 6:39.

Pursuant to law, written notice of this meeting was given to the public and posted on the public bulletin boards in accordance with Open Meetings Law.

Respectfully submitted,
Heidi Cox
Library Director

E. D. Locke Public Library

August 2023 Invoices

Row Labels	Sum of Amount	Description
AMAZON CAPITAL SERVICES	\$513.41	DVDs, CDs, Supplies
ARAMARK	\$236.60	Mat Rental
AVANT GARDENING & LANDSCAPING	\$1,723.56	Landscaping Maintenance
CHOCOLATE SHOPPE ICE CREAM CO.	\$93.54	Program Supplies
CLARK III, LOUIS V	\$850.00	Program Fee
CORPORATE BUSINESS SYSTEMS	\$130.32	Copier Lease
EBI INC	\$80.00	Furniture Delivery
FRONTIER	\$114.66	Library Phone Bill
GRAINGER INC	\$341.15	Fire Pull Covers
HILL ELECTRIC, INC	\$194.00	Lighting control panel repair
INGRAM LIBRARY SERVICES	\$4,169.83	Books
J. M. BRENNAN, INC	\$2,987.00	HVAC Maintenance
LARSON, RON	\$100.00	Program Fee
LIBRARY FURNITURE INTERNATIONAL INC	\$26,481.10	Shelving Deposit
LIBRARY IDEAS LLC	\$88.80	Library Supplies
MCFARLAND ACE HARDWARE	\$5.98	Building Repair
MICROMARKETING LLC	\$524.85	Audio Books
MID-WISCONSIN SECURITY, INC	\$310.00	Panic Button Monitoring
ORIENTAL TRADING CO	\$262.87	Program Supplies
PURINTUN, EVA	\$28.00	Lost Book Refund
TDS	\$282.16	Library Phone Bill
VIKING ELECTRIC SUPPLY	\$38.49	Lighting Supplies
VISHVESHWARA, NAMITHA	\$48.00	Lost Book Refund
Grand Total	\$39,604.32	

2023 Budget Update

REVENUES										
		Budget Amount	May Actual	June Actual	July Estimated	August Estimated	YTD Actual	% of Budget total	% to hit target	amount it should be to hit target
Property Tax	41000	\$ 733,000.00	\$ -	\$ -	\$ -	\$ -	\$ 733,000.00	100.00%		
County Library Aids	43000	\$ 327,500.00	\$ -	\$ 324,693.00	\$ -	\$ -	\$ 327,540.80	100.01%		
Library Fines	45000	\$ -	\$ -	\$ 0.60	\$ -	\$ 5.00	\$ 5.60			
Interest	48100	\$ 2,000	\$ 1,927.75	\$ 2,492.65	\$ 2,000.00	\$ 2,000.00	\$ 19,268.03	963.40%	67%	
Library Fees	46000	\$ 1,500	\$ 288.31	\$ 319.96	\$ 300.00	\$ 244.40	\$ 2,329.19	155.28%	67%	\$ 1,000.00
		\$ 1,064,000.00	\$ 2,216.06	\$ 327,506.21	\$ 2,300.00	\$ 2,249.40	\$ 1,082,143.62	101.71%	67%	
Expenditures										
Salaries	110	\$410,000.00	\$ 31,226.37	\$ 31,217.66	\$ 31,343.39	\$ 31,325.30	\$236,413.35	57.66%	67%	\$ 273,333.33
Part-time	120	\$204,750	\$ 11,583.86	\$ 12,008.85	\$ 12,307.25	\$ 11,616.59	\$101,296.04	49.47%	67%	\$ 136,500.00
Health Insurance	130	\$112,000	\$ 9,462.11	\$ 9,462.11	\$ 9,610.83	\$ 9,522.04	\$70,916.98	63.32%	67%	
Retirement	131	\$34,000	\$ 2,485.55	\$ 2,533.67	\$ 2,596.86	\$ 2,539.94	\$19,823.96	58.31%	67%	\$ 22,666.67
SS/Medicare	132	\$47,000	\$ 3,119.07	\$ 3,143.27	\$ 3,185.99	\$ 3,124.51	\$24,669.17	52.49%	67%	
Other Benefits	135	\$2,500	\$ 84.50	\$ 103.19	\$ 96.53	\$ 90.87	\$734.46	29.38%	67%	
Expense Reimbursement	141	\$ 250					\$0.00		67%	
Total Personnel		\$810,500.00	\$ 6.42	\$58,468.75	\$59,140.85	\$58,219.25	\$453,853.96	56.00%	67%	\$ 540,333.33
Support Services	210	\$ 8,500	\$ 2,699.00	\$ -	\$ -	\$ -	\$ 13,495.00	158.76%	67%	\$ 5,666.67
Consulting Services	211	\$ 48,000	\$ 1,600.00	\$ 93.75	\$ -	\$ -	\$ 49,867.56	103.89%	67%	\$ 32,000.00
Utilities	220	\$ 36,000	\$3,025.95	\$ 2,522.43	\$3,153.24	\$3,000.00	\$ 25,226.00	70.07%	67%	\$ 24,000.00
Communication	221	\$ 4,750	\$508.63	\$ 505.43	\$332.16	\$332.16	\$ 3,557.06	74.89%	67%	\$ 3,166.67
Equipment Maintenance	240	\$ 9,000	\$323.82	\$ 329.84	\$178.24	\$130.32	\$ 4,889.58	54.33%	67%	\$ 6,000.00
Facility Maintenance	242	\$ 23,250	\$209.32	\$ 1,176.51	\$818.51	\$4,048.09	\$ 15,362.93	66.08%	67%	
Other Contractual Services	290	\$ -					\$ -	0.00%	67%	\$ 15,500.00
Total Services		\$ 129,500.00	\$ 8,366.72	\$ 4,627.96	\$ 4,482.15	\$ 7,510.57	\$ 112,398.13	86.79%	67%	\$ 86,333.33
Office Supplies	310	\$ 9,000	\$ 54.20	\$ 838.61		\$ 125.90	\$ 4,429.82	49.22%	67%	\$ 6,000.00
Postage	311	\$ 250	\$ 3.47	\$ -		\$ -	\$ 18.01	7.20%	67%	\$ 166.67
Dues	320	\$ 500	\$ -	\$ -		\$ -	\$ 384.00	76.80%	67%	\$ 333.33
Meeting Expenses	330	\$ 1,000	\$ 26.25	\$ 43.13		\$ -	\$ 499.30	49.93%	67%	\$ 666.67
Training Expenses	331	\$ 3,250	\$ 6.75	\$ 754.55		\$ -	\$ 1,635.80	50.33%	67%	\$ 2,166.67
Operating Supplies	340	\$ 5,500	\$ 796.22	\$ -	\$ 160.19	\$ -	\$ 998.89	18.16%	67%	\$ 3,666.67
Technology	342	\$ 28,750	\$ 105.00	\$ 274.95		\$ -	\$ 12,647.68	43.99%	67%	\$ 19,166.67
Collection - Print	344	\$ 55,000	\$ 4,539.21	\$ 4,106.97	\$ 2,157.31	\$ 1,912.92	\$ 33,287.99	60.52%	67%	\$ 36,666.67
Collection - AV	345	\$ 12,500	\$ 775.62	\$ 464.40	\$ 421.41	\$ 797.26	\$ 6,374.49	51.00%	67%	\$ 8,333.33
Library Miscellaneous	390	\$ 250	\$ -	\$ -		\$ -	\$ 105.80	42.32%	67%	
Programming	391	\$ 8,000	\$ 1,092.90	\$ 283.58	\$ 106.56	\$ 624.61	\$ 4,699.33	58.74%	67%	\$ 5,333.33
Other Total		\$ 124,000.00	\$ 7,399.62	\$ 6,766.19	\$ 2,845.47	\$ 3,460.69	\$ 65,081.11	52.48%	67%	\$ 82,666.67
Total Budget		\$1,064,000.00	\$ 15,772.76	\$ 69,862.90	\$ 66,468.47	\$ 69,190.51	\$ 631,333.20	59.34%	67%	\$ 709,333.33



E.D. LOCKE PUBLIC LIBRARY
DIRECTOR'S REPORT
September 2023

August Highlights

- **Village News** - Luke Fessler will give an update
- **Friends** – Staci Fritz will give an update
- **Endowment** – The total in endowment funds since 7/31/2023 is \$182,228.30. We had no donations this month.
- **McFarland Community Festival** –
 - Library Activities
 - Farm to Table – Planning is currently underway for the Farm to Table dinner. Tickets will go on sale mid-August. New this year will be a pop-up store with Friends' and Rowe Pottery merchandise, a wine pull and a 50/50 raffle. If you are able to donate bottle(s) of wine for the wine pull, please let Karin Mandli know.
 - 5K – Heather is working on the 5K. Registration opened in mid-July our goal is to get 100 participants.
 - Kids Games – Abby is proving games for kids from 12-4 on Saturday. Her teen volunteers will be helping with the games. Teens are also selling ice cream Sundays to raise money for teen activities.
 - Blue Grass Jam – Volunteer Micheal Tibororus is organizing a blue grass jam that will take place outside of the library from 3-5 on Saturday afternoon.
- **Library Facilities Management**
 - HVAC –
 - We have seen a vast improvement in the HVAC since the project began. The project is 90% complete. The punch list for the project is:
 - The work on the meeting room side has been delayed until the week of October 9th. The week they were scheduled to complete the work, the temperatures were forecasted to be in the 90s and they didn't want to take out the AC with it being so hot.
 - Return vents need to be installed in the YS Librarian's office. This will help improve the airflow. Right now it gets stuffy in their office.
 - Outside of our boiler project we have two issues:
 - JM Brennan is looking into getting new covers for the condensing unit outside. The coils on the unit fill with cottonwood in the summer if they aren't cleaned weekly, the unit overheats and shuts down. The new covers will slow the buildup down.
 - **Electrical/Lighting**
 - I have a quote from Hill Electric to replace the lighting control panel. I am going to get one more. The quotes will be on the October agenda.
 - I have met with an Electrical Engineer to talk about looking at the power surge protection in the building.
 - **Shelving/Furniture**
 - We're working on picking out the laminate for the shelving endcaps for the picture book shelving. Heather and Amy are working on a workflow for changing the picture books from being alphabetized by author to being grouped by subject.
 - The quote for the curved shelving for the Children's area has been signed. That shelving should arrive in October.
 - I have signed the quote to get a few benches reupholstered. They are the last few remaining pieces that needed to be recovered.
 - **Graffiti**
 - Some graffiti was found on the library building on the concrete near the front door. Public Works has cleaned up the graffiti on the concrete and will be cleaning up the brick soon. The police have been notified and are working on contacting the parents.

- **Personnel**

- We're currently recruiting for a Youth Services Assistant and an Adult Services Assistant. Interviews will take place the week of September 11th.

Youth Services (Heather Kent)

Storytime & Programming

- All programs are on break until September. Heather assisted with the Teen After Hours program on Thursday, August 3 and the End of Summer Bash on Tuesday, August 22.

Other

- During the break in programming Heather has been working on collection development and preparation for the arrival of new shelving this fall which will involve a new organization of the picture books based on categories.
- On Monday, August 14th we received two new couches and two new chairs for the children's area. These were given to the library from EBI.
- On Friday, August 18th Heather met with Steve Banik from Stacktrace music regarding DJ Services for the library 5K Run/Walk and Kids Dash in September. He is donating his services as a sponsor of the event.
- Also on that Friday she met with Kelsey Murphy from the Stoughton Youth Players. The group is interested in offering more youth theatre programs and wanted to know more about the library summer drama camp.
- Monday, August 28th the fall Zumbini registration opened – and almost completely filled in 9 minutes. (There is one opening in the 10:30 class but the 9:30 class filled 9 minutes after the registration opened.)
- Plans have been made for the fall programming in Cottage Grove. Heather has been discussing with Tracy Phillipi what the spring of 2024 might look like.
- The youth services assistant position was posted and interviews will be held in the beginning of September after Heather's vacation.
- As of 8/29/2023 there are 41 people registered for the Library 5K Run/Walk. We are anticipating an increase of registrations as people start to look at their September calendars. There are 7 local sponsors this year for the event. Grace Coffee is the latest sponsor that will be offering free coffee to our participants. Heather is working with Jason at 608 Threads on the t-shirts (see pics below) and Kevin Sas at Race Day Events to order the race bibs (numbers) ordered for the event.



Teen Services (Abby Seymour)

This summer went by in a flash and it's crazy to me that after all the preparation and planning we do, the Summer Reading Program is already over. Where did the time go!

Teen programs wrapped up during the first week of August and included a final Switch Games event and the last Dungeons and Dragons session. The real excitement was ending programs with the Late Night Library Lock-In on August 3rd. During this program, teens were invited to hang out in the library until 10pm. The night started off with the 25



teens hanging out in the meeting room. They played games on the Nintendo Switch, made friendship bracelets, played some card games, and ate pizza from Spartan Pizza. The second half of the event was playing their favorite library game: hide and seek. We played a few normal rounds and then, much to their delight, we played with the lights off. I had plans of letting them set up a mini-golf course in the library but they all kept wanting to play hide and seek so badly that I scrapped the mini-golf idea and will try that again next year. The night ended with a big prize drawing where most of the teens won some kind of book-related prize from my stash. Overall, it was a great night! There were no major issues but with that many teens, I was very thankful to have help from Sara and Heather. It also helped with crowd control that I made registration absolutely mandatory.



As soon as that big event wrapped up, I turned my attention to the Outdoor Movie Night. This movie night was for all ages (mostly catering to families) and was held at Lewis Park. We partnered with the McFarland RADAR Coalition for this event, which was a big help because they took care of the projection screen and secured the Kona Ice truck. My duties included reserving Lewis Park, obtaining the outdoor movie license (we showed *The Super Mario Bros Movie*), and providing popcorn. On the day of the event, two VolunTeens helped me prepare over 200 bags of popcorn to hand out at the park. This turned out to not be nearly enough popcorn, as we estimated close to 600 people at the movie night. We lucked out and had perfect weather that night, which I'm sure contributed to the large attendance. In addition, I worked on making sure people knew who was putting on this event. This was a priority after having multiple people last year walk up to me and ask who was running this event. This year we were able to put a slide show on the projection screen before the movie started and I included library information and highlighted a few upcoming events.



The last big event of the month was the End of Summer Bash and despite a hot day, the turnout was great with about 400 people gathering outside the library. My biggest contribution of the night was popping popcorn for patrons. I lost count of just how many batches I made because I couldn't make it fast enough! It was a popular snack. My other duty of the night was wrangling the five VolunTeens who helped us out. The artistically-inclined VolunTeens were stationed at the face painting table, which was hugely popular. The others went back and forth between helping me scoop bags of popcorn and organizing all the lawn games we had available for people to play. I was, once again, so grateful to have such a reliable group of VolunTeens this summer!



Between these big events, most of my August was spend taking some much-needed time off and prepping for the upcoming fall. I've been planning and scheduling all my weekly after-school programs and the monthly ones. I had to make flyers for all the events and put them on the website page and calendar, write up an article for the Outlook newsletter, and add the program events to social media.

In addition to posting about my own teen events, I've been continuing to maintain the social media accounts for the library. Much of my efforts have been spent spreading the word about all library events and giving the most attention to events that are costing the library money. One way I got the word out about all events was by making a Weekly Overview post that would be added to Facebook, Instagram, Twitter, and the digital signs. This was a brief schedule of the week ahead and worked out well when there was a lot of events at once. I plan on continuing these overview posts in the fall. The social media posts that get the most attention though are always pictures from events, especially family events. Most recently, I made a post about Summer Book Reviews. I took reviews that patrons had written as part of the Summer Reading Program on Beanstack and put them in a template I created, along with a picture of the book cover.

My favorite one was a review of a picture book called *The Goodnight Train* that simply stated "I like this book because trains are my favorite toy to play with".



Adult Services (Sara Hendrickson) Programming:

Programming:

Craft Club

- Registration filled within a few days and we had to start a waitlist. Patrons created tape resist canvas paintings.
- Created "Helpful Tips" handout for tape resist painting so patrons can try it at home as well.
- Created marketing for September's craft: Take & Make clothespin refrigerator magnets.

Mystery Book Club

- Updated generic marketing for the mystery book club, as well as specific marketing for September's book.
- Created a spreadsheet to keep track of past book club choices as well as all future books.
- Learned the process of running an adult book club, including the number of regular print, large print, and audiobooks to order, when to place holds, when to resume holds, etc.
- Choose books for December, January, and February's book clubs. Also began looking into books for the rest of 2024.

Other

- Ron Larson's second Cemetery Walking Tour was August 1. We had 29 people in attendance. Ron focused on Merchants & Entrepreneurs of McFarland. We purchased a portable amplification system so patrons can hear Ron at greater distance, allowing us to increase the maximum number of patrons able to attend.
- Susan Campbell, co-author of *Paper Valley: The Fight for the Fox River Valley Cleanup*, spoke on August 9. The majority of the audience were members of the River Alliance, and were able to contribute to the dialogue, making it a very meaningful conversation.
- Our first Family Card Game Day took place on August 12. We had six people come and play cards. We all learned at least one new game, and look forward to the next card game day.
- Ron Larson's third Cemetery Walking Tour was August 15. Thirty people attended. This tour focused on the Musicians & Writers of McFarland. We have one final walking tour with Ron on September 24.
- On August 17 Margo Nelson, a psychotherapist in Madison, came to give a presentation on Understanding Hoarding Disorder. We had 17 attend, and asked good follow-up questions.
- Our End-of-Summer Bash was a success, even with the hot weather. About 400 people showed up. We went through 3.75 3-gallon containers of ice cream and hundreds of bags of popcorn. Michael Tiboris and about 16 other musicians serenaded us with bluegrass tunes the whole time. Of course, the face painting and lawn games were hits, too!
- Created marketing for Project Home: Fall Home Maintenance, Financial Literacy Class, Louis V Clark III (Two Shoes) author presentation, September's Friends of the Library Book Sale, and Farm to Table Dinner: flyers, website, TV display slides, Facebook, and Instagram.
- Sent adult programming information to the Outlook, the Thistle, Senior Outreach, McFarland Communications Department, McFarland's Community & Economic Development Specialist, and the McFarland Equity Project.
- Met with Kelly Heasty, Tamie Klumpy, and Brian Ward. Tamie and Brian are part of the Indigenous Solidarity Collective of McFarland. The collective is interested in creating a community learning/book study with *Becoming Kin*. We have tentatively planned two of the three dates: October 25 and November 8, with us still looking for a third.
- Contacted by the Neighborhood Free Health Clinic in Stoughton in regards to setting up a free flu vaccine event. This will take place on October 24 from 12-4 PM.

- Attended webinars for Historical Fiction, Grant check-in, Springy Camp Day 1 & 2, Graphic Novels, Fall Mystery Preview Part 1 & 2, and a series of 5 on Advocacy in the Library.
- Attended CEPS's Back-to-School Open House to share children's Fall programming.
- Met with Amy Lawrence and Rose Ziech to discuss updating the library website with new logo and colors. Also discussed ways to make the website more user friendly, and are currently testing out some different front page layouts to that end.
- Met with a patron on a weekly basis to teach basic typing skills and work through Transparent Language lessons. Also helped them set up a newly purchased Chromebook.



2024 - 2029 Strategic Plan

MISSION

To provide high-quality materials and services to fulfill the informational, recreational, educational, and cultural needs of the entire community in an atmosphere that is welcoming and respectful.

VISION

Welcoming all to an engaging environment,
providing state-of-the-art library services.

INTRODUCTION

E. D. Locke Public Library's current strategic plan was approved by the Library Board on July 1, 2019. The five-year plan dated 2019 through 2024, identified five major goals with primary objectives. Despite major interruptions to service and operations during the COVID-19 pandemic, E. D. Locke Public Library staff have successfully worked through the goals and objectives of that plan. Anticipating the conclusion of the previous strategic plan, Library Director Heidi Cox assembled an ad-hoc Strategic Planning Committee and with the support of the Library Board, engaged Rachel Arndt Consulting, LLC in early 2023. Rachel Arndt facilitated the work of the Strategic Planning Committee, culminating in a new five-year strategic plan covering 2024 through 2029.

METHODOLOGY

The Strategic Planning Committee was made up of community members, library supporters, and library staff members. The committee members represent a variety of key library stakeholders including library staff, young families, students, older adults, volunteers, business owners, community organizations, village government, and non-profit sectors. The ad-hoc committee was approved by the Library Board on December 5, 2022.

Heidi Cox – Library Director

Kelly Heasty – Assistant Library Director

Ann Engler – Adult Services Library Assistant

Ken Machtan – Library Board President

Hilary Brandt – McFarland Equity Project, Village Board Trustee

Andrew Briddell – community member

Staci Fritz – Library Board & Friend of McFarland Library

Lara Mays – Public Relations/Marketing Director & Foundation Executive Director -
Stoughton Health

Shawn Miller – Youth Center Board President, Bird Festival Committee member

Rob Sherman – McFarland Lions Club, Library Volunteer

Aaron Tarnitzer – McFarland School District Superintendent

In preparation, Consultant Rachel Arndt reviewed the following documents:

- E. D. Locke Public Library Strategic Plan 2019 – 2024
- E. D. Locke Facilities Study 2022
- Village of McFarland Strategic Plan 2020 – 2030

The Strategic Planning Committee met monthly from February through July 2023. Facilitated discussions established the current status of the community and library. The committee worked collaboratively through facilitated, participatory discussions, created a community asset map, performed a SWOT analysis, and completed visioning exercises, all designed to elicit significant feedback about E. D. Locke Library and its future.

METHODOLOGY (con't)

Monthly meetings typically had seven or more participants. The Strategic Planning Committee was highly engaged in the facilitated meetings with all attendees participating in discussions and exercises. The consultant facilitated individual and group exercises during which the committee members shared their ideas and thoughts. Participants recorded and logged their feedback during each meeting and the consultant presented a summary at each subsequent meeting to ensure accuracy.

In addition, the consultant held a facilitated listening session for E. D. Locke Public Library staff on June 21, 2023 to gather feedback and ideas to incorporate into the strategic plan.

FINDINGS

A review of E. D. Locke Public Library's 2019 – 2024 Strategic Plan demonstrates that the library director and staff addressed all goals and objectives within the duration of the strategic plan timeframe. Feedback from the Strategic Planning Committee affirmed that E. D. Locke Public Library has a positive reputation for success and engagement within the McFarland community.

Library Director Heidi Cox shared data with the Strategic Planning Committee that shows the E. D. Locke Public Library service area is positioned for both population and library user growth.¹ Library data demonstrates the growth of E. D. Locke Public Library's statistical measures on cardholders, circulation, and program attendance. That continued success is pushing the capacity limits of the current facility and staff members.

Through a facilitated asset mapping activity, the Strategic Planning Committee identified that McFarland community members derive a strong identity through their involvement with local organizations, indoor and outdoor recreation, and local events. The asset mapping activity determined that this involvement is an important component of the community's quality of life. Community members also benefit from local investment in infrastructure and municipal projects. In an assessment of the types of people that leverage community assets, the committee identified a wide range of ages and lifestyles that attend community events and use the library.

¹ Village of McFarland Market Data <https://www.mcfarland.wi.us/183/Market-Data>

FINDINGS (con't)

The asset mapping activity also showed that challenges the community face include: commuter lifestyles that pull residents away from McFarland resources and businesses, lack of jobs in the immediate McFarland community, no clearly defined public square/village center, limited low-income/affordable housing, and limited social services, local media, and public transit in the village. *Some of these challenges are also addressed as part of the McFarland Village Strategic Plan 2020 – 2030.*

The Strategic Planning Committee also participated in a SWOT analysis to assess E. D. Locke Public Library's strengths, weaknesses, opportunities, and threats. The committee concluded that at the conclusion of the 2019 – 2024 strategic plan, E. D. Locke Public Library is working from a position of strength and effectively utilizing its planning documents for the benefit of the library and community. The committee agreed that the library leadership and staff contribute significantly to the success of the library resulting in meaningful program participation and library use. The committee shared that the library staff knowledge and expertise led to a positive, welcoming, and helpful environment for patrons using the library. The efforts to have library staff participate in community events and outreach were also viewed and beneficial to the community and the library.

Library staff provided feedback that library youth programming strongly attracts young families to E. D. Locke Public Library. The staff were proud of the library staff culture which they described as solution-oriented, supportive of the community, and focused on quality of service. They noted that patron feedback is positive about the library's collections, programs, and services.

The committee and staff discussed that the lack of flexible space and study/meeting rooms in the library is not responsive to current community needs. The library has presently outgrown its current programming space and that has required ticketing for popular events, which results in turning people away from library programs. The volume of programming has also pushed the storage limits of the facility. A robust programming schedule also means that spaces must be changed over quickly and require more flexible furniture and equipment. In addition, the aging facility requires ongoing maintenance and replacement of mechanical systems.

The committee also identified that, despite library efforts, some community members remain unaware of library programs and services or sometimes missed library marketing materials. This effort to generate publicity is time consuming and strategies must be adjusted due to the rapid changes in social media tools and technology.

FINDINGS (con't)

The committee also brainstormed potential threats to the library's future success that included: staff turnover, changes to community or municipal support, and a reduction in available resources either through a large-scale financial recession or municipal budget changes. The Strategic Planning Committee affirmed that E. D. Public Library is not imminently facing these threats. By noting these potential threats, the strategic plan can offset the possibilities with sound goals and objectives.

Through strategic visioning exercises, the Strategic Planning Committee generated concepts and ideas that resulted in the following goals and objectives for E. D. Locke Public Library, presented to the Library Board of Trustees on August 7, 2023.

E. D. Locke Public Library

2024 - 2029 Strategic Plan

Goal 1) The Library's collections, programs, and services reflect the needs of the community.

- Develop a library service model for outreach, community engagement and satellite or express library.
- Create library outreach kit for community events.
- Expansion of youth and teen programming.
- Adult programming appeals to community interests and connects patrons to library materials and collections.
- Pilot all-age programming to appeal to broader audiences and interests.
- Establish and use diversity, equity, and inclusion criteria for collections, programs, services, displays, and book recommendations.
- Seek grants and partnerships to support library efforts for diversity, equity, and inclusion.
- Facilitate community dialogue to gather information and data on community needs.
- Establish a communication plan for effectively sharing library marketing materials to reach specific audiences for programs and services.
- Expand collection with a *Library of Things*, made up of library-loaned objects, gadgets, tools, games, or kits.
- Collaborate with the school district to participate in leveled literacy challenges that support readers at all developmental stages.

E. D. Locke Public Library

2024 - 2029 Strategic Plan

Goal 2) The Library is recognized as a valuable community contributor.

- Community engagement and event participation showcases the library prominently.
- The library actively participates in community decisions and engages municipal leaders about library plans, assets, and benefits.
- Engage library users and supporters in library awareness and advocacy.

Goal 3) The Library cultivates and expands strong community support.

- Reinvigorate Friends of the Library through membership growth.
- Establish priorities for Library Finance Committee.
- Continued growth of library endowment.
- Seek sponsorship opportunities to underwrite programs or provide technology or equipment.
- Develop patron feedback mechanism.

E. D. Locke Public Library

2024 - 2029 Strategic Plan

Goal 4) The Library leverages technology, new tools, and services to benefit library staff and patrons.

- Launch and evaluate reservation software for library spaces.
- Evaluate and pilot express, self-service, or off-hours services for patron convenience.
- Assess alternatives to current library copy/print/fax and translation technologies.
- Utilize library technology such as push notifications, the library website, search engine ads, and social media accounts to identify and reach the specific audiences that use these technologies.
- Explore hands-on technology teaching opportunities for library users, especially older adults.
- Explore feasibility of digital signage on exterior of library.

E. D. Locke Public Library

2024 - 2029 Strategic Plan

Goal 5) The Library pursues improvements to the library building and internal spaces which are necessary to enhance library collections, programs, and services.

- Investigate shelving alternatives and reorganize current collections to gain efficiency, visibility, and accessibility.
- Explore alternate sites for library programs or services through satellite or express locations.
- Evaluate early literacy center (ELC) equipment for children's area.
- Identify areas to align safety and security protocols and language with other municipal departments and school district.
- Using the findings from 2022 facilities study and ongoing facility maintenance reports, determine library expansion and funding plans.
 - Any immediate improvements should be incorporated into library expansion to maximize budget investment.
 - Priority placed on programming space, meeting and study rooms, and overall flexibility.
 - Include dedicated teen space.
 - Perform an efficiency review of staff work spaces.

E. D. Locke Public Library

2024 - 2029 Strategic Plan

Goal 6) The Library uses a continuous growth model for the professional development and management of library staff.

- Evaluate staff alignment to ensure organizational structure meets library service needs.
- Staff receive relevant continuing education on best practices, service improvements, and library technology.
- Perform systematic policy/procedure review.
- Hold yearly in-service for all library staff.

CONCLUSION

These goals and objectives were reviewed and endorsed by the Strategic Planning Committee at the July 13, 2023 meeting. A copy of this plan will be presented to the Library Board of Trustees on August 7, 2023. Upon approval of the plan, the consultant will deliver final copies of the strategic plan to the Library Director and the Library Board of Trustees.

PREPARED AND SUBMITTED BY:



Library Consultant

August 1, 2023

Rachel Arndt Consulting, LLC



August 31, 2023

Heidi Cox
E.D. Locke Public Library
5920 Milwaukee Street
McFarland, WI 53558

Two Oaks Design and Consulting is pleased to submit the following proposal for Professional Services to perform and electrical study at the E.D. Locke Public Library located at 5920 Milwaukee Street, McFarland, WI 53558.

Overview

The below statement of work (SOW) will focus on the electrical distribution systems as identified below. The project will provide an Electrical Study to identify system issues related to electrical surges that have been experienced and recommend corrective actions to limit the risk. In addition, the as-built documentation will be analyzed for accuracy and discrepancies noted.

Statement of Work

- Provide an analysis of the surge suppression system and recommend corrective action.
- Provide a budget estimate for each corrective action.
- Perform an onsite visual inspection of the current installed electrical equipment.
- Note existing conditions and identify discrepancies between the as-built documentation.

Deliverables

- Written report narrating:
 - The issues and corrective action related to surge suppression.
 - Budget estimate for corrective actions
 - Existing electrical distribution and discrepancies between as-built documentation. Identify installation deficiencies based on current code and installation practices.

Assumptions and Clarifications

- Review of any systems that are not outlined above.
- Testing, scheduling or coordination of work by other trades.
- Maintenance forecasting.
- Re-design/engineering of existing systems if required is not included but available under a separate statement of work.
- Drawing and submittal updates are not included but can be provided under a separate SOW.
- Live diagnostics of existing electrical equipment is excluded.

Project Extended Budget

- \$2,720

Terms

The terms of our proposal are as follows:

1. Invoices are due 30days after the receipt of the invoice.

We are interested in embarking on this project with you. We will work together and adapt/adjust this framework as appropriate. We are looking forward to developing this relationship and a successful project.

Two Oaks Design and Consulting, LLC

Jeremiah Prince - Founder