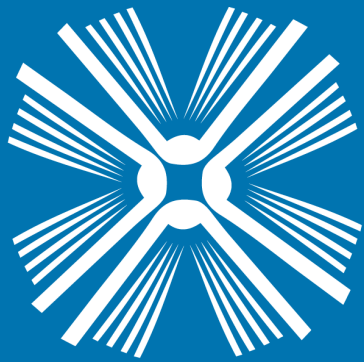




2022-2026  
**STRATEGIC  
PLAN**



**Brodhead  
Memorial Public  
Library**



**PREPARED BY :**  
The Brodhead Public  
Library Board of Trustees



with the participation and  
perspectives of Brodhead  
community members.

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## INTRODUCTION

The Brodhead Memorial Public Library Board of Trustees developed this plan in partnership with Victoria Solomon from UW-Madison Division of Extension—Green County between January and June 2022. The overarching goal of this plan is to help prioritize decision making of the Library Board from 2022-2026.

This plan applies the triple bottom line as a framework for thinking about the sustainability about the library as well as the different roles it plays in community. Each goal contributes to at least one of the three main themes -- economy, environment, or social sustainability. The Board hopes to move towards a sustainable future while continuing to grow with the community.

Additionally, the Board focused on ensuring that the library maintain its status as a third place in the community. Third places, a term coined by sociologist Ray Oldenburg, refers to places where people spend time between home (first place) and work or school (second place). Our community survey (see Appendix D) and community conversation (see Appendix E) both indicated that not only does the library acts as a third place for residents of Brodhead, but is also a destination that brings people to Brodhead. This plan strives to maintain the library's status as a destination within the City, rather than a building with books.

## MISSION

Brodhead Memorial Public Library embraces and promotes equitable access to library services for Brodhead and surrounding areas. We encourage inclusivity, safety, and hospitality by providing resources and services that inform, inspire, enrich, and entertain.

*Patrons participate in a drum circle program.*





*We offer a vast collection to meet the educational and entertainment needs of the community.*

## **VALUES**

### **INCLUSIVE**

Provide a space that is open to everyone regardless of race, religion, gender, sexual orientation, language, education, or income.

### **RESPONSIVE**

Respond to community needs in a proactive and positive manner.

### **SUSTAINABLE**

Continually meet the educational, aspirational, and entertainment needs of our patrons while also helping maintain or improve the environment, economy, and community.

### **WELCOMING**

Provide a safe and accessible space where the community can gather.

### **FREEDOM TO LEARN**

The freedom to learn is essential to our democracy. The library's collection is based on selecting items to meet the needs of the community rather than the censorship of questionable or objectionable materials.

*Learning opportunities are available for all ages.*



# ECONOMIC STABILITY

## Goal 1: Ensure proper funding to maintain and maximize services.

**Strategy A:** *Ensure the Brodhead City Council and the public understand the costs to operate the library and the value the library brings to the community.*

Action 1: Consistently communicate with the Brodhead City Council regarding the positive return on investment (ROI) the library provides.

- Proactively provide monthly fact sheets on the impact of the library. Make this fact sheet easily accessible. Include ROI and end-of-year impact before the budgeting process. *Example: According to the EveryLibrary Institute, for every \$1 allocated to the library, there is an \$7.68 return on investment to the community.*
- Provide a five-minute verbal update to City Council every six months.
- Request each member of City Council attend a Library Board meeting once or twice a year.

Action 2: Hold an annual joint meeting between City Council and the Library Board to clearly communicate roles, functions, budgets and funding; exchange questions and information; and identify common interests and hopes.

- Communicate what libraries bring to the community—including comparing and contrasting with communities that do not have a library. Intentionally have Council come to the library and have this meeting face-to-face.
- The Library Board will invite City Council members to take an intentional tour of the library facility annually to increase understanding of operations.

**Strategy B:** *Hold at least one annual fundraiser.*

Action 1: Clearly communicate fundraiser plans with City Council prior to the fundraiser being held.

*Participants at Harry Potter Trivia Night enjoy friendly competition while raising funds to support the library.*





## **Goal 2: Ensure proper funding to attract and retain staff.**

**Strategy A:** *Create position descriptions that allow staff to use strengths and talents beyond basic requirements.*

Action 1: Review and update, as needed, all position descriptions.

**Strategy B:** *Ensure staff wages and benefits remain as competitive as possible and compensate staff for the strengths and experience they bring.*

Action 1: Connect with library networks to perform a wage study, both in the library and across local sectors.

## **ENVIRONMENTAL STABILITY**

### **Goal 1: Implement building improvements to increase energy efficiency and become a community role model in energy sustainability.**

**Strategy A:** *Conduct an energy analysis to plan for increasing energy efficiency.*

**Strategy B:** *Create a facilities management plan to anticipate and fund upgrades.*

**Strategy C:** *Provide documentation on sustainability upgrades and results to the public*

**Strategy D:** *Explore becoming a LEED-certified facility.*

**Strategy E:** *Explore options for kits to help patrons determine and improve their own energy efficiency.*

### **Goal 2: Explore solar energy options.**

**Strategy A:** *Connect with potential funders, such as the Brodhead Area Foundation and Focus on Energy, to install solar panels.*

*Installing solar panels is one way the library can support environmental sustainability.*



### **Goal 3: Minimize the library's environmental impact**

**Strategy A:** *Responsibly recycle materials removed from the collection that the Friends of the Library cannot sell.*

Action 1: Ensure a year-round book sale cart to move withdrawn materials back into the community.

Action 2: Gift withdrawn materials to community organizations such as Kid Connection or Little Free Libraries.

Action 3: Continue to partner with Baker & Taylor's Sustainable Shelves program to responsibly recycle unwanted materials.

**Strategy B:** Purchase environmentally-friendly supply options.

### **Goal 4: Develop intentional programming to educate the community on environmental sustainability.**

**Strategy A:** *Work with Three Waters Reserve, the Lower Sugar River Watershed Association, and/or other area environmental groups to provide educational material on the intentional land use surrounding the library. Examples include rain garden options and native prairie and pollinator-friendly plantings.*

**Strategy B:** Support pollinators by hosting hives for area beekeepers. Potentially sell honey produced by library bees.

Action 1: Develop and implement educational programming to support this strategy. For example, "Bee a Reader" spring reading program.

**Strategy C:** Explore the possibility of becoming a TerraCycle site in partnership with the School District of Brodhead.



*Adding pollinators such as honey bees to the library prairie plantings could help support future financial and environmental sustainability.*

## SOCIAL STABILITY

### Goal 1: Work to rebuild programming and services.

**Strategy A:** Continue successful programs implemented during the COVID-19 pandemic including grab-and-go activity kits and curbside pickup.

**Strategy B:** Return to pre-pandemic levels of programming.

**Strategy C:** Evolve programming outside of library walls and into the community (book clubs, trivia nights, etc.).

### Goal 2: Work to expand and increase programming and services.

**Strategy A:** Provide additional and diverse programming for teens and adults.

**Strategy B:** Reinstate the Adult Programming Librarian position.

**Strategy C:** Provide opportunities to learn how to use the library catalog, Overdrive/Libby, and popular databases.

**Strategy D:** Provide Makerspace/Maker Kits, including the Library of Things.

Action 1: Consider moving computers out of lab and using this space for this purpose or for the Young Adult collection to better differentiate reading maturity levels in the children's collection.



*Programming  
brings the  
community  
together.*



**Goal 3: Better communicate the library's value and how the investments made into the library have a positive ripple effect so community understands the return that library investment brings.**

**Strategy A:** Increase library use through community outreach and reinforce that we offer something for everyone.

Action 1: Have a presence at community events.

**Strategy B:** Improve library signage for collections in English and Spanish.

**Strategy C:** Develop an advocacy plan and team. Specifically train Friends of the Library in this area.

**Strategy D:** Develop and implement a marketing plan, including strategies to clear up misconceptions.

**Strategy E:** Develop and publish a monthly/quarterly newsletter in English and Spanish in both electronic and paper formats.

**Strategy F:** Develop a better mechanism for patrons to request items not owned by library system members.

**Strategy G:** Develop more opportunities for Spanish-speaking members of the community.

**Strategy H:** Improve messaging by better highlighting what the library offers (new items, meeting rooms, programming, and special collections including local history and databases, etc.)



*The library offers something for everyone.*

**Goal 4: The Library will act as a connector in the community. A well-connected community better supports the individuals we serve. Partnerships with individuals and groups will support our mission, values, and goals.**

**Strategy A:** Host food trucks and/or farmers markets on property with potential for fundraising opportunities.

**Strategy B:** Revive the Friends of Brodhead Memorial Library and Teen Advisory Board.

**Strategy C:** Intentionally coordinate and work with volunteers.

**Strategy D:** Build relationships with potential community partners. See Appendix C for potential community partners at the time of writing this plan.



*Partnerships make our community stronger.*

