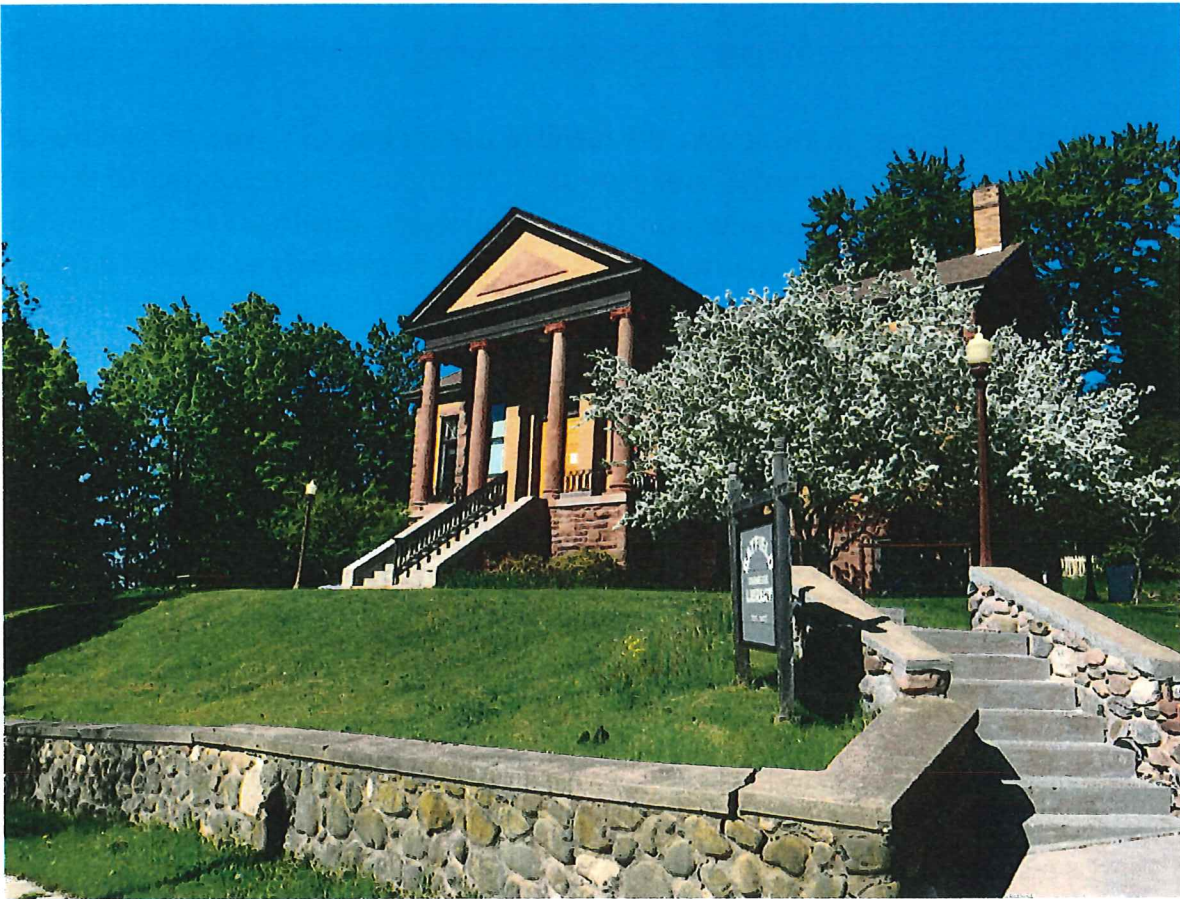


Bayfield Carnegie Library

2022-2027 STRATEGIC PLAN





Strategic Plan Committee:

Teresa Weber
Laura Rovi
Laura DeGroot Lima
Jared Blanche

Mission:

The mission of the Bayfield Carnegie Library is to be a compass for curious minds.

Vision:

As one of the oldest public libraries in Wisconsin, the Bayfield Library has 165 years of experience in encouraging curiosity, developing community, and providing information and resources to seekers of wisdom. An accessible collection of books began the foundations of local intellectual freedom in 1857, the year after the founding of Bayfield. In 1903, Andrew Carnegie built upon that foundation by providing the community with a beautifully columned premises, a physical center to house the cultural heartbeat of the area.

Our vision is to sustain that heritage of service and knowledge. Through its competent and friendly staff, guided by its independent Board, and supported by the City and County of Bayfield and its surrounding community members, the Library will adapt to meet the changing needs of its people.

Bayfield Carnegie Library Staff:

Teresa L Weber
Heidi Goehring
Susan Edwards
Lindy Howe
Laura Rovi

Bayfield Carnegie Library Board:

Jenny Tumas, President
Neil Howk
Laura DeGroot Lima
Mary Lynch
Vicki Redenbaugh
Ted Dougherty
Shyam Devi Gray



Goal 1: Build community

Objective:

Improve the building's space to invite community connection

Activities:

Invite space designers to improve traffic flow and encourage lingering inside the library

Employ local hardscaping specialists to design and build an outdoor community space

Add electrical outlets and efficient lighting throughout the library

Continue to maintain the Carnegie building and inspire civic pride

Objective:

Strengthen the Library's relationship with the Bayfield School District

Activities:

Host school & library collaborations such as student art shows

Motivate classroom visits to the library

Encourage after-school visits by students of all ages

Establish a yearly scholarship opportunity for a Bayfield School student

Implement a Bayfield student Internship in the library

Objective:

Encourage communal sharing of resources

Activities:

Establish a Haves/Needs/Thanks bulletin board

Investigate creating a community-wide calendar of local events and use creative and efficient ways to offer information

Objective:

Improve the library's role as community conduit, connecting and introducing local organizations and groups

Activities:

Complete the transformation of the Meeting Room to its best possible self

Strengthen the library's ties with local organizations and groups

Host regular Community Conversations



Goal 2: Make the library environment welcoming to all community members

Objective:

Improve the accessibility of physical space within the building

Activities:

Rearrange furniture to accommodate all persons according to their needs

Hang “All Gender” bathroom signs with Braille at wheelchair-appropriate height

Maintain the lift regularly

Provide adequate accessible seating

Broaden the library’s reach to community members who are not yet patrons

Hold a yearly library card campaign to welcome all people & invigorate library usage

Regularly survey patrons to fine tune programs and event times to suit the library population (This may be diverse and that is okay)

Arrange fair repayment plans for lost items

Investigate possibility of the library sponsorship of the Dollar Bus

Frequently assess library hours to be sure they meet the community needs.

Objective:

Continue to build a collection that reflects the diversity and interests of our community

Activities:

Enhance the resources used to provide collection development

Continue to develop the Large Print section

Acknowledge that high demand items are significant to the collection and should be made available for check-out to the library users

Further develop the *Library of Things*



Goal 3: Grow confident and curious library patrons and library staff

Objective:

Increase community awareness of available public library resources

Activities:

Coach library users on the use of electronic resources available such as Libby and Novelist

Demonstrate how to find and use e-magazines

Make available instructional materials on how to get started with electronic resources that patrons can take home and use

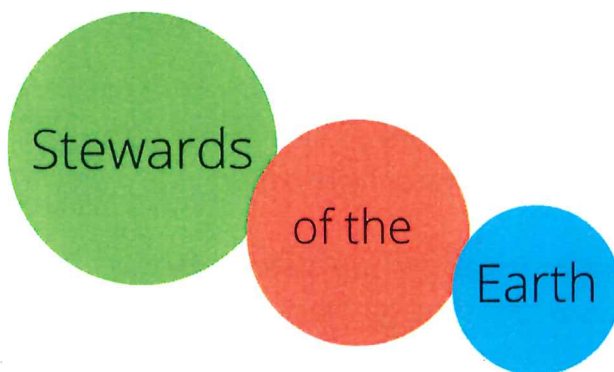
Objective:

Make continuing education available for all library staff

Activities:

Allow time for each person to become familiar and comfortable with the technology

Continue the open discussion of current continuing ed opportunities



The results of our local survey showed a significant interest in preserving natural resources, and so we are determined to look at all our goals and objectives through the lens of conservation.

Considerations:

- Solar-powered charging devices
- New furnaces
- Switch to LED light bulbs
- Minimize plastic purchases/freebies
- Conserve printing when possible
- Encourage sharing of local resources
- Creation of a *Library of Things* to be available for the community
- Conserve human resources by supporting and empowering staff

The Strategic Plan Process

In 2022, the Bayfield Carnegie Library conducted a survey in support of strategic planning efforts at the library. The survey was designed in collaboration with WiLS, Wisconsin Library Service, before being disseminated to the broader community in both electronic and paper form. The survey was advertised through a variety of channels and successfully gathered responses from over 200 community members, including both users and non-users of the library itself.

We learned that half of community members indicated they access digital items such as eBooks and audio-books through platforms such as Overdrive, Libby, Hoopla, or the library catalog.

Both infrequent library visitors and people who have never visited reported that relatable programming and hours of operation would be the two top motivators for visiting the Bayfield Library.

Infrequent and Never Library Users find out about community events and activities through a variety of channels, with social media, word of mouth, chamber blasts, and community signage being the most common, and library website and email lists the least common. For regular library users the path to library information comes by word of mouth, signage in the library, and community and social media.

The survey revealed that satisfaction with the Bayfield Carnegie Library's service was high across the board (95%) with receiving help from staff being the most highly rated.

It is the results of the survey, along with brainstorming with staff and key community members and the library board, that formed the focus of this strategic plan.

We learned that the community members' top priorities for change to library service is an increased coordination with local schools, offering digital tools, and programming to the community along with offering programs and services outside the physical library.

The priority for improving physical space of the library is adding outdoor space and more comfortable seating within the library building.

We learned that we can improve our communication of the services we offer to our community, and improve awareness of programs and library offerings.

We take the suggestions and information learned through the strategic plan process and in conversation with community members to heart. With this information we make our plan for moving the Bayfield Carnegie Library forward.