
STRATEGIC PLAN 2020 - 2023

EDWARD U. DEMMER MEMORIAL LIBRARY



6961 West School Street, PO Box 760, Three Lakes, WI 54562
(715) 546-3391 * www.demmerlibrary.org

BACKGROUND

The Demmer Memorial Library completed a \$2.2 million renovation and expansion in 2019. The Demmer board of trustees then undertook a 9-month strategic planning initiative to determine the best use of the facility and staff over the coming years.

The pandemic in 2020 changed some aspects of the timeline and direction of the action plans, but the core mission and values remain.



THE DEMMER LIBRARY:

connecting people to the transformative power of knowledge by providing opportunities to *explore, learn, create, and share.*



OUR VALUES IN STRATEGIC ACTION

We chose to take actions that aligned with our library's commitment to being a **welcoming, innovative** space that values **communication, integrity**, and **service**.

OUR VALUES

- Welcome
- Innovation (funnovation)
- Communication
- Integrity
- Service



WELCOME: PROGRAMS AND VOLUNTEER ENGAGEMENT

Library services will improve and be streamlined as staff and volunteers providing program and support services are recruited, trained, and retained.

“

We boast many active and committed volunteers, but we also know it can be hard for new volunteers to find their place with us. We can do so much more with the many talents in our community.

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WHERE WE WANT TO BE:

- Increase adult/young adult librarian position to full time to have the library human resources to run an effective volunteer program.
- Have 30 volunteers regularly serving in 5 key areas of service: collection, programming, book sale, materials processing, and special projects.



INNOVATION (FUNNOVATION): CREATIVE PARTNERSHIPS

Innovative/ funnovative partnerships lead to (fun) community-driven library programs and services that build community awareness, involvement, and investment in the library.

“

We have some excellent ongoing partnerships with community organizations, but they are all ad hoc. There are more groups we could tap to bring interesting, engaging programming to Three Lakes.

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WHERE WE WANT TO BE

Partnerships are used to inform and guide implementation of library services and program offerings.

Use and regular evaluation of partnership agreements allow both library staff and partner organizations to balance workloads.



COMMUNICATION: MARKETING AND AWARENESS

Visibility of the library and awareness of library programs and services increases through development and

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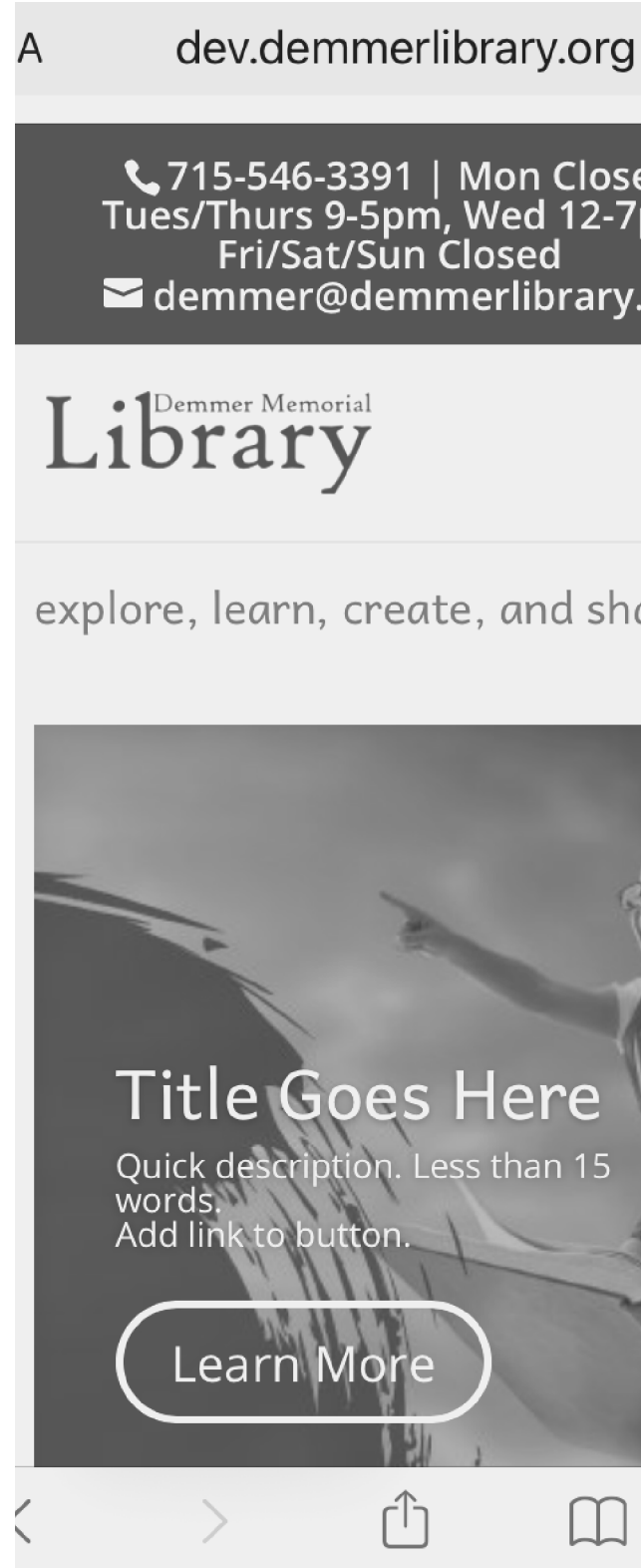
We can't serve the community if they don't know we're here or what we can offer. We have a new building - now time for a new logo and branding look to match. And time for a website as attractive as our library.

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WHERE WE WANT TO BE

A marketing package including a logo, key colors, fonts, etc., is approved and put into use.

The library website is updated and includes new logo and marketing tools with administrative tools for statistical reporting for the annual report.



INTEGRITY: LIBRARY GOVERNANCE

The library board will continue to review and improve library governance and administrative practices.

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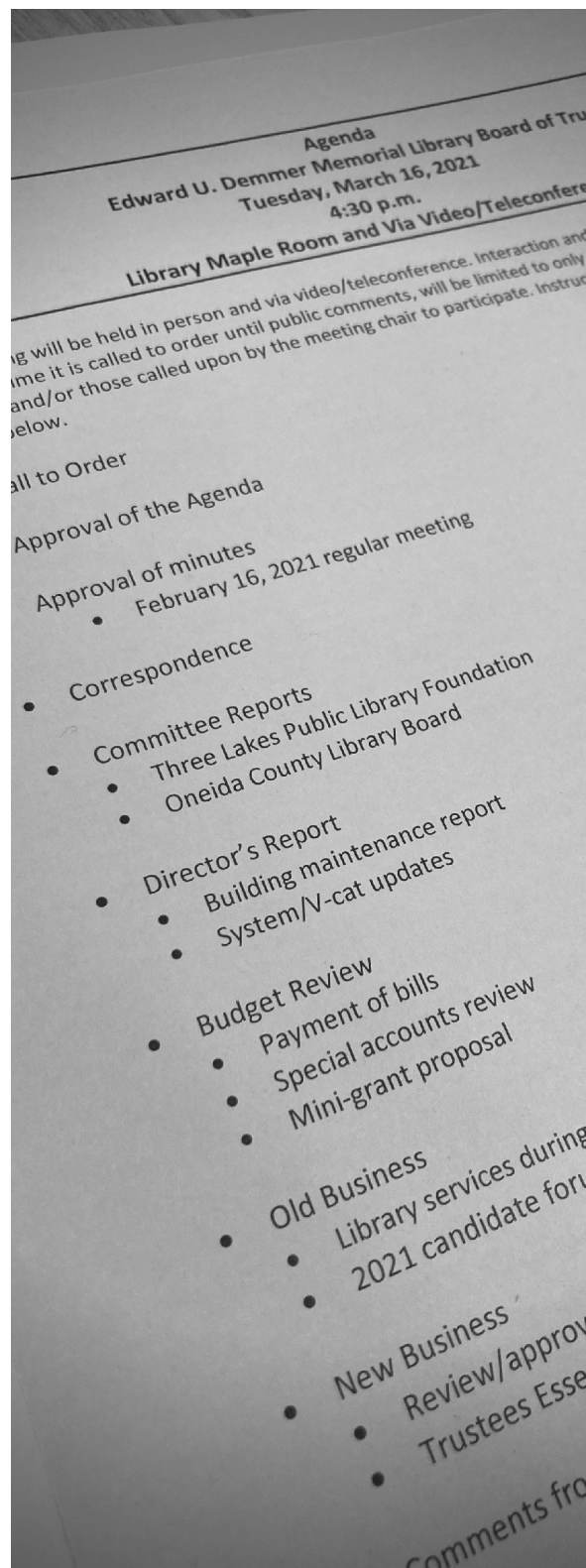
The Demmer Library Board of Trustees strives for integrity and transparency in governance of the Demmer Library. We are accountable to the community for their tax and donated dollars and the library services they receive in return.

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WHERE WE WANT TO BE

Updated library policies are readily available for review by library staff and general public.

The library board sets strategic investment according to selected measures of achievement (e.g., Public Library Standards, LJ Index, etc.).



SERVICE: FACILITIES AND ACCESSIBILITY

Long-term access to the library facilities and programs is enhanced through investment and management of the physical building and staff development focusing on inclusive services.

“We built this building with physical accessibility foremost in mind. Now we want to be sure those able to enter feel included in the library community, and that we're ready with the funds and plans to keep the doors open.”

WHERE WE WANT TO BE

Staff proactively address accessibility and inclusion concerns on a timely basis.

Library board has a plan for property maintenance needs (CIP) and for assuring necessary funds.

