
STRATEGIC PLAN 2025 - 2028

EDWARD U. DEMMER MEMORIAL LIBRARY



DEMMER 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

- Making you feel Welcome
- Innovation (funnovation)
- Communication
- Integrity
- Service



WELCOMING: 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.

”

WHERE WE WANT TO BE:

Create a volunteer project list and job descriptions to establish a sense of need, and personal investment in the library.

Have regular volunteers serving in key areas of service, including collection, programming, book sale, 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.

”

WHERE WE WANT TO BE

Utilize partnerships to provide unique educational and recreational programming opportunities.

Library staff will regularly evaluate partner events and agreements to ensure mutually beneficial relationships.



COMMUNICATION: MARKETING AND AWARENESS

Visibility of the library and awareness of library programs and services increases through development and implementation of communication and marketing plans.



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 website as attractive as our library.



WHERE WE WANT TO BE

Library staff will cooperatively establish a Demmer Library messaging plan through the creation of marketing criteria/ guidelines for the consistent promotion of library services and events.

The library website is updated to include new logo/branding and includes digital accessibility



INTEGRITY: LIBRARY GOVERNANCE

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



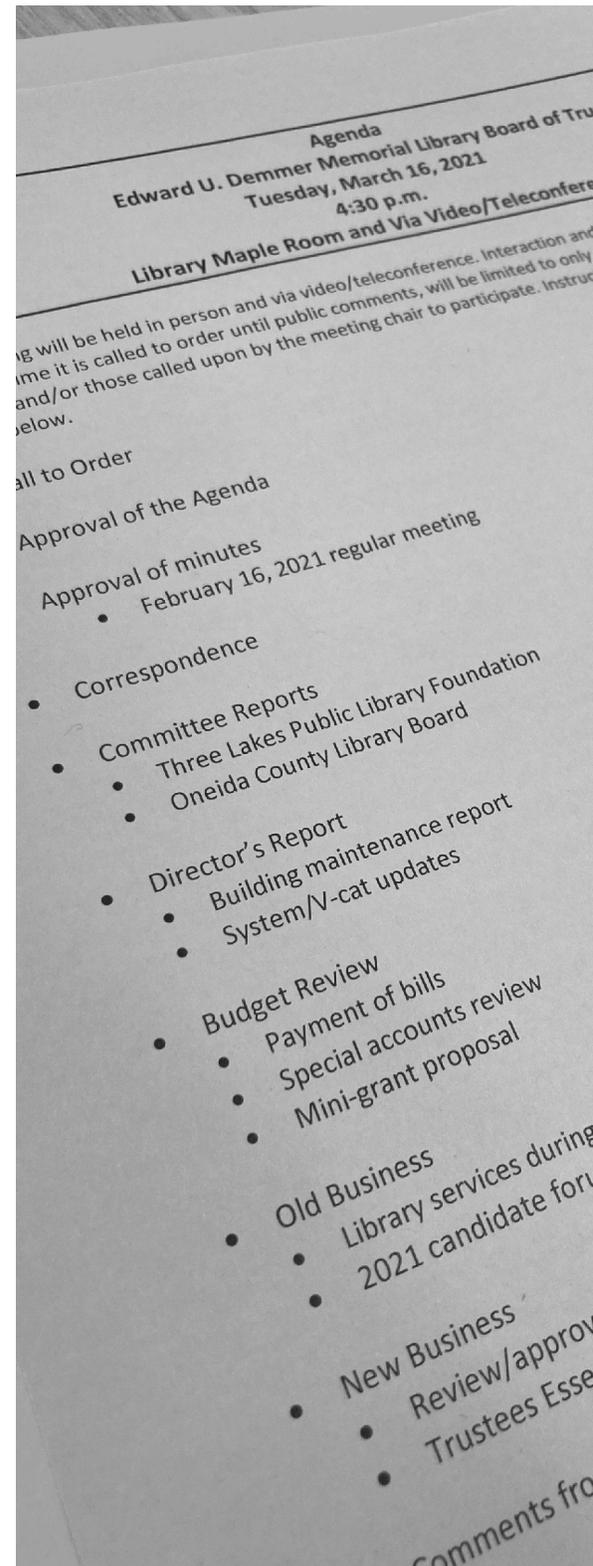
The Demmer Library Board of Trustees strives for integrity and transparency in governance of the Demmer Library. We are accountable to the community for their tax and donated dollars and the library services they receive in return.



WHERE WE WANT TO BE

The library board will seek educational opportunities and regularly evaluate self practices to align with state and community standards

The library board will work to establish criteria defining what success looks like for the Demmer and create an annual budget plan supporting those goals



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 will expand accessibility of available collection formats to more age groups (ie. large print books for young adults, low barrier AV materials for youth, etc.).

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

