



**LA CROSSE
PUBLIC LIBRARY**

STRATEGIC PLAN 2024-2026



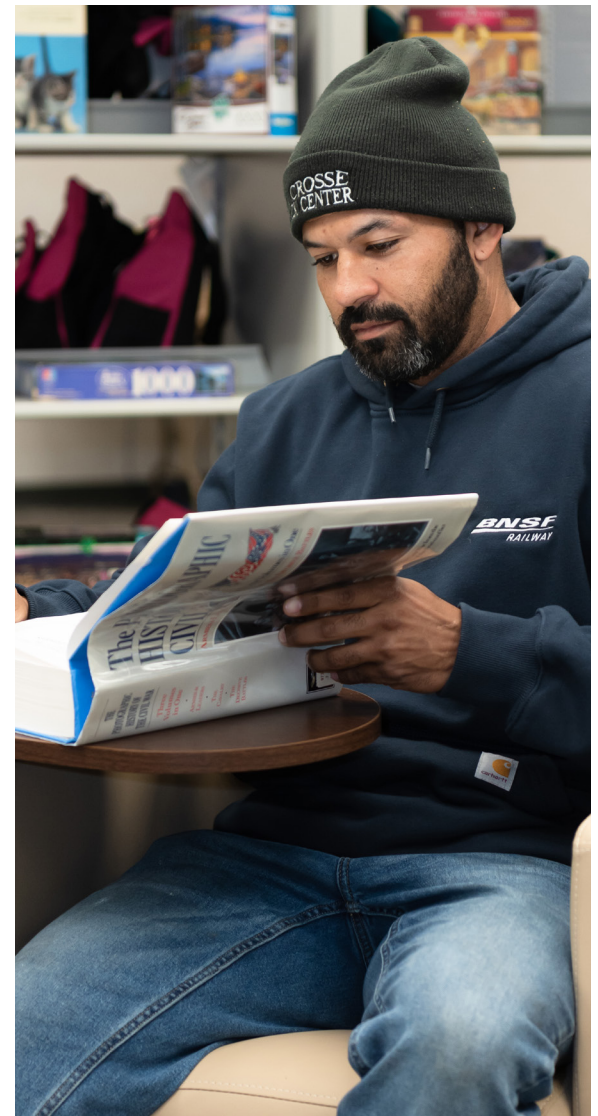
MISSION & VISION

VISION:

Discover, create, connect.

MISSION:

The La Crosse Public Library is the hub of our community, inspiring inclusion, learning, and connection.



STRATEGIC GOALS

GOAL 1: Extend the library's reach and visibility across the community:

Connect people to one another and to the essential community information they need to thrive.

STRATEGIES:

- Position the library as the go-to place for reliable knowledge and information.
- Ensure the community sees the library as the clearinghouse for local information and resources.
- Continue providing a responsive portfolio of materials, programs, and events which foster fun, literacy, and learning.
- Cooperate with community non-profit and service agencies to support intentional collaboration on pressing community issues.
- Expand marketing efforts to ensure all residents are aware of the services and resources at all library locations.



GOAL 2: Nurture La Crosse's diversity: Provide resources and services reflective of our evolving community.

STRATEGIES:

- Create and maintain collections about other cultures and in languages other than English, keeping pace with evolving demographics, with special attention to the children's collections.
- Expand on non-traditional offerings and engage diverse populations and interest groups in collaborative activities.
- In partnership with local cultural organizations, provide community programs that excite, educate, and instill empathy.
- Ensure that collection content and formats are meeting the demands of the broader community, as well as those with specific needs.
- Welcome with intention all people of the La Crosse community.



GOAL 3: Focus on Library Spaces: Re-envision existing library spaces to prioritize equitable services across the community.

STRATEGIES:

- Invest financial and human resources where they are most impactful.
 - Continually evaluate public spaces of all locations. Consider usage and community data to balance current community needs with fiscal realities and equitable services.
 - Prioritize investment in library services that focus on community locations of highest need.
 - Explore outreach vehicles to augment efforts to more effectively connect library resources and services to all populations, neighborhoods, and partnering organizations.
- Explore modifying the library interior(s) to make efficient use of space that addresses community needs and priorities, including:
 - Investigate adding additional small, safe meeting rooms.
 - Rethink the children's and teen areas, devoting more space to youth services.



GOAL 4: Train and retain exceptional staff: Equip a library team that is confident and excited to enact the library's mission.

STRATEGIES:

- Create and offer a standard on-boarding program to give newer staff a grounding in the library's purpose and vision, core activities, and staff expectations.
- Coordinate regular staff technology and resource training, and team-building opportunities throughout the year.
- Provide advanced training around social-service topics and issues so that staff are equipped and comfortable as the first-responders for all patrons.
- Standardize and streamline staff communication channels.
- Continuously advocate for the compensation, benefits, and flexibility that allows us to hire and keep great employees.



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PREPARED BY

**LIBRARY
STRATEGIES**