



LAKE GENEVA
PUBLIC LIBRARY

Strategic Plan 2024-2026



OUR MISSION

The Lake Geneva Public Library champions lifelong learning and access to information, resources, and services for all community members.

Our Values

The Lake Geneva Public Library is committed to upholding the following values:



Service to the
Community



Intellectual
Freedom



Access to
Information



Lifelong
Learning

Our Themes

COMMUNITY

Increasing engagement with community members, businesses, and organizations

SPACES

Enhancing library spaces through better functionality, increased accessibility, and improved aesthetics

LIFELONG LEARNING

Improving access to information and resources for patrons of all ages

INTERNAL CAPACITY

Developing plans and processes to ensure the library's continued success

COMMUNICATION

Expanding awareness of what the library offers

GOAL: Increase awareness of the resources the library offers to the community

Conduct a communications audit to determine strengths and areas for improvement and implementation

Expand communication and public relations strategies to publicize new developments and activities

Develop methods for increasing communications in Spanish

GOAL: Enhance the library's physical and virtual spaces

Incorporate amenities and make changes to the building's infrastructure to improve the visitor experience

Develop multi-year capital improvement plan to preserve and enhance patron access

Evaluate technology resources for public use on an ongoing basis

GOAL: Improve convenience of accessing library resources

Apply adjustments or updates the building's layout and/or structure to make it easier to find resources and navigate the space

Increase access to library programming for all ages

Increase access to library materials outside the library building

Increase access to and usage of digital materials

GOAL: Expand the sense of community attachment to the library

Partner with schools, nonprofit organizations, and service organizations to reach underserved community members, including Spanish-speaking individuals and families and individuals with mobility challenges

Leverage community partnerships to develop relevant programming for all ages

Establish role of library as a space and catalyst for community engagement

GOAL: Strengthen the capacity of the library to serve the community

Develop formal process for ongoing planning and evaluation, utilizing Wisconsin Department of Public Instruction standards

Promote organization and governing structures of library and its auxiliary organizations' alignment with best practices

Coordinate resource development and communications involving library support organizations

Increase participation in professional development opportunities for staff, trustees, and Friends

Work on plan for expansion of library team in collaboration with City and Library Board