

MILTON PUBLIC LIBRARY

Strategic Plan

2025-2028

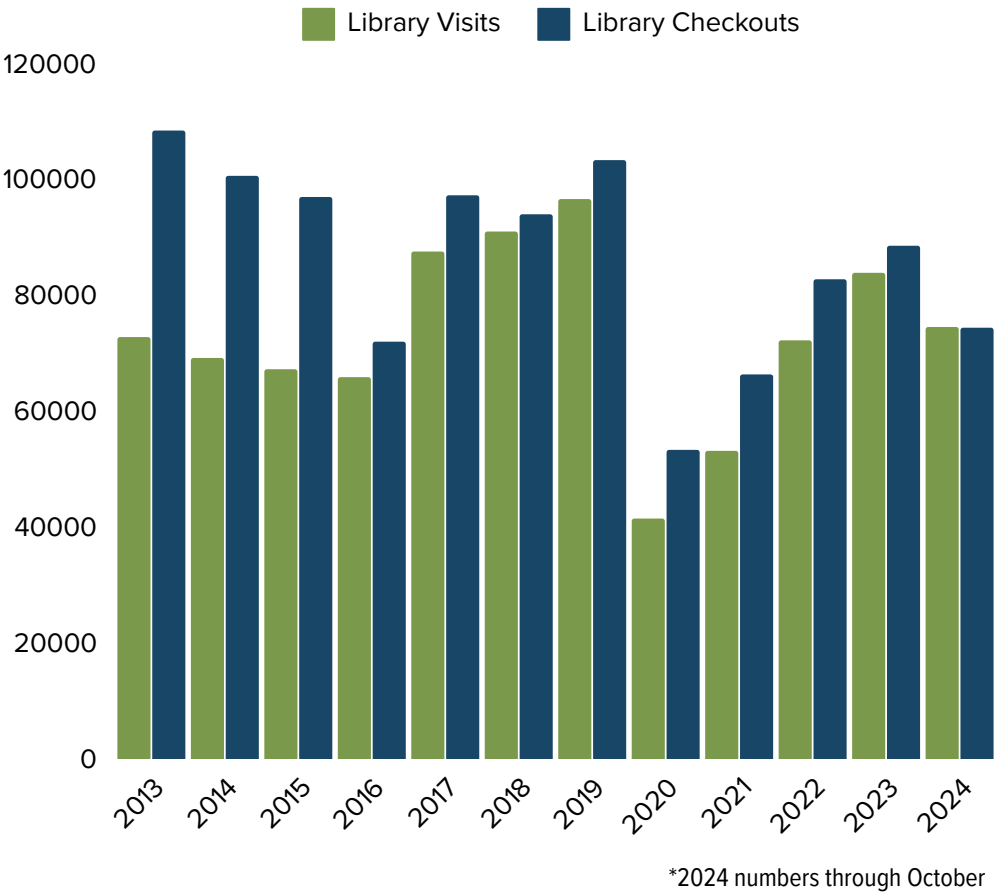
The Milton Public Library opens doors for curious minds, nurtures learning and creativity, creates opportunities, and enriches lives by bringing people and ideas together!





As we move forward into an increasingly complex and fast-paced world, the role of the library has never been more vital. Libraries are no longer just places of books and quiet study; they have transformed into dynamic community hubs that foster learning, creativity, connection, and inclusivity. The award-winning Milton Public Library is no different.

A look at visits to Milton Public Library and the circulation of physical materials over the past decade reveals significant changes in how people are engaging with the library. These shifts can be attributed to several factors, including the library's renovation in 2017, the expansion of online services, evolving reading habits, and, importantly, the dedication of our staff in fostering a vibrant community space. Together, these elements have reshaped the way our patrons interact with the library, reflecting a dynamic transformation in both service offerings and user experience.



In a recent survey conducted by the City of Milton, the Milton Public Library was ranked the highest out of all city services, with 91.5% of the responses indicating that they felt “excellent” or “good” about the library’s services.

To ensure that Milton Public Library continues to meet the evolving needs of our diverse and growing community, we have developed this strategic plan as a blueprint for the next three years.

City Service	Felt Excellent or Good	Felt Fair or Poor	Don't Know
Public Information	46.7	46.1	8.4
Economic Development	44.5	39.8	15.7
Traffic Enforcement	56.3	38.9	4.8
Street Repair	44.9	53.9	1.2
Street Cleaning	81.5	18.0	0.1
Snow Removal	60.3	38.0	1.8
Sidewalk Maintenance	62.5	30.9	7.3
Land Use, Planning, and Zoning	30.9	46.0	23.0
Code Enforcement	38.9	46.7	14.4
Garbage Collection	87.3	10.2	2.4
Drinking Water	57.5	34.2	8.4
Sewer Services	74.6	15.1	10.3
Stormwater Management	68.4	15.7	15.8
Police Services	86.1	10.9	3.0
Crime Prevention	74.7	16.7	8.6
Ambulance or EMS	69.3	12.0	18.7
Fire Services	69.3	10.2	20.5
Recycling	80.1	15.6	4.2
Yard Waste Pick-Up	64.5	23.5	12.0
City Parks	84.3	12.6	3.0
Public Library Services	91.5	3.6	4.8
Overall Customer Service by Milton Employees	89.1	12.6	7.2

This new plan will serve as a roadmap for the future, guiding our library through the challenges and opportunities that lie ahead. It will address key priorities such as creating a welcoming, inclusive environment for all, strengthening and supporting staff and library operations, enhancing community engagement, and highlighting our unique spaces. By taking into account the insights and feedback from our stakeholders and library supporters, we have crafted a plan that positions our library as a cornerstone of innovation, education, and connection in the community.

For each of the following goals and objectives, library staff have brainstormed several actions that will guide them in reaching each goal throughout the next 3 years. However, keeping in mind unexpected trends and changes in the profession and shifting priorities, the plan has been drafted to allow the library flexibility to adapt to best meet the goals. Furthermore, the plan will be frequently reviewed and updated as needed, with a comprehensive staff review twice a year.

This strategic plan is not just a set of goals, but a commitment to the ongoing relevance and impact of the library in an ever-changing world. It is an opportunity to ensure that the library continues to be a vibrant, indispensable resource that opens doors for curious minds, nurtures learning and creativity, creates opportunities, and enriches lives by bringing people and ideas together.

The library staff and Board of Trustees are excited -- with the guidance of this plan -- to continue providing excellence service to the City of Milton.



ACKNOWLEDGEMENTS

We sincerely appreciate all the community members who contributed to this strategic plan, either through our annual community surveys, one-on-one interviews, focus groups, and other conversations. The library staff and Board of Trustees would also like to thank Melissa McLimans, Laura Damon-Moore, and Kim Kiesewetter from WiLS (Wisconsin Library Services) for providing planning process management and facilitation services in developing this strategic plan.

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LIBRARY BOARD

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1 SAFE & WELCOMING

The library strives to create an inclusive and secure library environment where all patrons feel welcome, respected, and supported in their library experience.



BE INCLUSIVE

Regularly reflect on and ensure that library facilities and services are equitable to all individuals, including physical access, resources, policies, and technology.

INVEST IN STAFF DEVELOPMENT

Create a comprehensive staff training program focused on customer service, community engagement, cultural competency, and building team cohesiveness.



CREATE COMMUNITY ENGAGEMENT INITIATIVES

Actively engage underrepresented communities with initiatives and programs that reflect diverse voices and experiences.

ENGAGE WITH YOUTH

Establish the library as a safe and welcoming space for youth by continuing dedicated programs and creating resources that promote inclusivity, mental well-being, and a sense of belonging.

2 ORGANIZATIONAL EFFICIENCY & SUSTAINABILITY

In light of a growing community and evolving library operations and priorities, any growth of the library will be strategic to maintain organizational efficiency and ensure sustainability.



GROW SUPPORTING ORGANIZATIONS

Define the role of the Friends of Milton Public Library in the overall operations of the library and encourage increased autonomy of the group to ensure a collaborative relationship that creates volunteer opportunities, supports the library, and lessens responsibilities of the staff.

ESTABLISH PARTNERSHIPS FOR SUSTAINABILITY

Forge new partnerships with local organizations, businesses, and/or community members to support and strengthen library programs and resources.

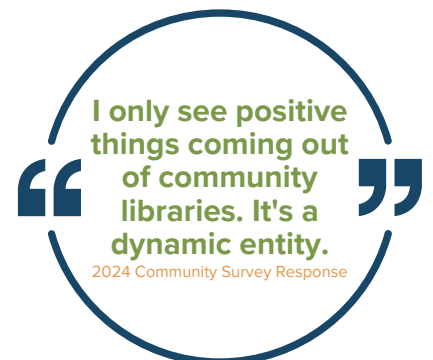


STRENGTHEN OUR TEAM

Enhance the skills, collaboration, and overall well-being of library staff to create a more effective and engaged team, while actively collaborating with city officials to ensure appropriate staffing levels that meet community needs and support library operations.

GATHER COMMUNITY FEEDBACK

Actively gather insights on library services and identify opportunities for growth, ensuring that library programs and resources align with the evolving needs and preferences of the community.



3 INSPIRING OUR EVOLVING COMMUNITY

The library is a facilitator, host, and connector between people, agencies, groups, and organizations. Community buy-in with the library is strong and we strive to maintain those connections as the City of Milton grows and evolves.



CONNECT WITH ALL RESIDENTS

Through outreach and communication efforts, improve the library's visibility to reach non-library users and connect with new residents.

SUPPORT MENTAL HEALTH

Strengthen the library's role as a community resource by identifying and implementing initiatives that support the mental and physical health needs of residents.



BUILD COLLABORATIVE RELATIONSHIPS

Establish strategic partnerships with local organizations to engage demographics who may not be regular users of the library, such as young adults in their 20s and seniors.

INTENTIONALLY EXPAND OFFERINGS

Develop and implement innovative learning programs and resources that cater to evolving community needs.

4 EMBRACING OUR SPACES

The library boasts a range of indoor and outdoor spaces designed to foster community engagement, creativity, and collaborative and individual work. These thoughtfully designed environments not only enhance the library's role as a community hub but also promote a sense of belonging and connection among visitors.



HIGHLIGHT UNIQUE SPACES

Enhance community engagement and learning experiences by promoting The SPARK as a vibrant, user-friendly creative space while further developing Story Gardens as an accessible hub for connection and exploration.

ANALYZE USE OF SPACE

Continually evaluate how various spaces and collections are used to determine the best layouts, browsability, and offerings for optimal use.



REVITALIZE THE LOWER LEVEL

Explore options to utilize the lower level to fit our space needs.

BE SUSTAINABLE

Enhance sustainability in library operations and facilities by identifying and implementing innovative practices that reduce environmental impact and improve resource efficiency.