



City of Appleton

225 N. Oneida Street
Appleton WI, 54911

Meeting Agenda - Final Library Board

Friday, February 15, 2019

2:00 PM

225 N. Oneida Street

Planning Committee Meeting

1. Call meeting to order
2. Roll call of membership
3. **Action Items**

[19-0212](#) Recommend approval of the APL Values and Strategic Pillars to update the library's strategic plan

Attachments: [Strategic plan updates memo February 2019.pdf](#)
[APL Values and Pillars with Notation 2019.pdf](#)
[APL Values and Pillars 2019 clean copy.pdf](#)

4. Adjournment

Reasonable Accommodations for Persons with Disabilities will be made upon Request and if Feasible.



APPLETON PUBLIC LIBRARY
225 North Oneida Street
Appleton, WI 54911-4780
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TO: Members of the Appleton Public Library Board of Trustees Planning Committee

FROM: Colleen Rortvedt, Library Director

DATE: February 9, 2019

RE: Recommended updates to the library strategic plan

Ben Fauske from RISE Leadership facilitated a retreat on January 25 to update the library's strategic plan.

Library staff used the facilitators notes and cards collected from the retreat activities to draft updates to the current plan. Our recommendations for updates to the library strategic plan are attached to this action item.

In some cases, we modified strategic pillar phrasing when we found that elements were incorporated elsewhere in the values or pillars. We also edited phrases for consistency among the pillar headings and intend to incorporate anything that we removed into the more detailed descriptions that will accompany each pillar.

We are requesting a discussion around the "Children and Teens" pillar. There was significant discussion throughout the retreat about this in some of the groups. In the end the group wanted to ensure that the library is for all so that pillar was expanded. However, we believe that sentiment is captured in the final pillar "Services and programs for all" so we felt it was repetitive and recommend bringing back the "Children and Teens" pillar or removing that pillar entirely.

Finally, we shortened Engaged and Connected for two reasons. First, we wanted to mirror phrasing of the other pillars. More importantly, we felt the additional language left out an important internal/operational aspect of this pillar. In addition to being engaged and connected to our community, we are an engaged and connected organization in that we invest in recruiting, retaining and developing excellent and dedicated staff.

Attached are the recommended updates to the plan for the committee to consider, discuss and modify should you choose to do so. One document includes descriptive notes and the other is a clean copy of the Values and Pillars.

APL VALUES

WELCOME

Everyone belongs here.

This won the voting.

LITERACY

The City of Appleton is the city of literacy and learning.

Staff merged the top two vote recipients together.

ACCESS

The library is accessible physically, culturally, and intellectually.

This won the voting.

CONNECTING COMMUNITY

The library is essential to every person and organization achieving their goals.

Staff merged the top two vote recipients together.

STRATEGIC PILLARS

Hub of Learning and Literacy

Collaborative Environment

“Collaborative Learning and Sharing” won the voting, staff recommends keeping the original wording as it is more expansive. The new phrase also contains similar wording as the Hub.

***Children and Teens**

“The Future: Birth to Adult” won the voting, staff recommends it continues to reflect the focus on the specific services and programs APL offers youth. Libraries have a unique role in the community to reach children before they enter school and to continue to support their learning and growth once they are school aged. Staff removed “The Future” from the pillar to give it the same format as the others.

Phrases from the paragraphs

APL provides inclusive programs and services to our diverse community

We ensure that children and teens are supported as they grow, learn and change

Provide learning and experiences for parents and babies to give them a start on their lifelong journey toward literacy

Engage toddlers and children in programs and learning opportunities that make them fans of the library

Provide teens with a safe place to learn and share

Creation and Innovation

“Sparking Creation and Innovation” won the voting. Staff recommends adding “sparkling” to the description, otherwise this pillar would have a different format than all the others.

Phrases from the paragraphs

Library as the place that is the catalyst of learning

Guide people to use their own talents and creativity to develop innovative ideas and tap into their future self

***Engaged and connected**

“Engaged and connected to our community” won the voting, and staff recommends focusing on the community piece in the description to keep this pillar as short and focused as the others. The original pillar was about the strength of our staff, our dedication to being fiscally responsible, and other internal elements.

Phrases from the paragraphs

Shared community

Diverse populations

Strive to form relationships with individuals and organizations to learn how to best serve all Appletonians

Library services are strengthened by our deep connection to our community

We focus outwardly on how to make a difference in people’s lives

Responsive to dynamic community needs

Being a gathering place and community resource within our walls

Enriched experiences

This won the voting.

Phrases from paragraphs

Place to experience learning through interactions with people, media, etc.

Totality of learning for all

Allows me to enrich my life in any way I choose and on my own terms

I can give or receive

Embracing the role of entertainment in the life of our community members

Enhance our lives with changing interests, technologies and culture

Provides a wide variety of resources (physical and human) which enhance individual lives both in the building and elsewhere

We embrace the important role of the library in enhancing and enriching the people of our community.

We provide a wide variety of opportunities through collections, technologies, services, and programs.

Services and programs for all

This won the voting.

Phrases from paragraphs

Support and sustain all community members

Address varied needs and connect community assets to ensure diverse and inclusive services, programs, resources, etc.

We provide dynamic, enriching and inspiring programs for everyone in our community, across the lifespan and from every background (written for Future pillar)

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Services and Programs for All