



Strategic Plan

2019 - 2021

FLWL Strategic Plan

▶ We asked three questions.



▶ What do you like about the Library?

▶ What don't you like about the Library?

▶ What else would you like the Library to offer?

▶ The community responded.

▶ New, larger community room

▶ Outdoor reading space

▶ Coffee service (cart, coffee shop)

▶ Remote book return locations

▶ Expanded Book Sale

▶ More programming for seniors

▶ More cultural programming

▶ More books, magazines, media, etc.

▶ More resources for teens

▶ More marketing of library services and collections

▶ More staff

FLWL Strategic Plan

From there we created the Strategic Plan that will guide the Frank L. Weyenberg Library Board of Trustees and staff during the next three years.

FLWL Strategic Plan



Welcome
All
Visitors



Satisfy
Their
Curiosity



Create
Citizen
Advocates

FRANK L. WEYENBERG LIBRARY Strategic Plan 2019-2021

Components of Success



Welcome
All
Visitors

Enhance Interior & Exterior spaces to provide for:

- Growing collections (including Book Sale)
- Social activities (meetings, events, group activities, play)
- Solitary activities (studying, reading)

Welcome Patrons



Welcome
All
Visitors

Enhance Library Spaces:

- Beautify Main Entrance
- Build a Reading Garden (visible from Cedarburg Road)
- Create a Used Book Shop
- Add a Distinctive Feature to the Children's Department

Components of Success



Satisfy
Their
Curiosity

Enhance Collections & Events:

- More books at all interest levels
- Unique collections to satisfy local interests
- Expanded adult programming

Satisfy Their Curiosity



Satisfy
Their
Curiosity

Enhance Collections & Events
to include:

- Expand documentary series
- Add paperback collection
- Create Adventure Pass program

Components of Success



Create
Citizen
Advocates

Encourage increased support for the Frank L. Weyenberg Library

- Approach the City of Mequon for an increase in annual allocation
- Establish a Friends group
- Educate community about Library resources & funding

Create Citizen Advocates



Create
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Advocates

Encourage increased support

- Request municipal support based on increasing equalized value
- Champion volunteers & advocates with Friends Group
- Educate community about Library materials and services, and funding sources



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2019 - 2021

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