INFORMATION • INSPIRATION • ENTERTAINMENT

Slinger Community Library

276 Slinger Rd, Slinger, WI 53086 • (262) 644-6171 • slingerlibrary.org

Slinger Community Library Board of Trustees
Village Community Room, located at 218 Slinger Rd
Monday, June 17, 2024 at 4:30pm

Agenda

Roll Call and Confirmation of Open Meetings Law

Marlyss Thiel	Jane Hignite	Kent Voll
David Waterman	Donna Moldenhauer	Katherine Tobey
Beth Lighthizer		

I. **Open for Public Comment** (Information will be received from the public; however, no action will be taken on such issues at this time.)

II. **Director's Report**

  A. Circulation and Library Use Statistics, – May 2024
  B. Library Program Report: May 2024
  C. 2024 Summer Learning Program update
  D. Slinger Business Network partnership
  E. Capital Campaign Building Project update

III. **New Business**

  A. Review and Action
    i. Minutes of May 13, 2024 meeting
    ii. May Financial/Vouchers Report
    iii. 5 year Strategic Planning

IV. **Announcements**

  A. Next Meeting Date: Monday, July 8, 2023 – 4:30 pm

V. **Adjourn Meeting**

The Slinger Community Library Board of Trustees is an informed and dedicated group of citizens, who are committed to supporting, developing, and advancing the library for the benefit of all our patrons, staff, and our community.

This agenda was posted at Slinger Village Hall and Slinger Community Library on Friday, June 14, 2024. Notice was posted at Community Park, Slinger Post Office, and Slinger Piggly Wiggly.

Upon reasonable notice, efforts will be made to accommodate person with disabilities requiring special accommodations for attendance at the meeting. For additional information and to request services, contact the Library Director at (262) 644-6171

It is possible that members of and possibly a quorum of members of other governmental bodies of the Village of Slinger may be in attendance at the above-noted meeting to gather information; no action will be taken by any other governmental body except by the governing body noticed above.

Memo
To: Slinger Community Library Board of Trustees
From: Leslie Schultz, Library Director
Date: Friday, June 14, 2024
Re: Agenda for Monday, June 17, 2024

II. DIRECTOR'S REPORT

A. Circulation and Library Use Statistics-May 2024

Monthly statistics 2023 vs 2024

May total circulations, digital (Hoopla & Libby) and physical were 8,009 with physical circulations at 6,252 and digital at 1,757. Physical circulations increased 3.7% (221 items) from May 2023. Digital circulations increased 6.9% (113 items) from May 2023. Patron count was 2,548 an increase of 15.7% (345 patrons) from May 2023.

B. Library Program Report-May 2024

Please see the attached May program report.

C. Summer Learning Program update

a. Summer Learning Program Kick-Off on June 10th was busy! 401 patrons visited the library, 667 items were checked out, and 209 patrons registered for the reading challenge.

      i.   Bookworms 40
      ii.   Afternoon Adventurers 94
      iii.   Terrific Teens 29
      iv.   Adults 46

b. We had 20 attendees at the 1st Storytime Outreach to Richfield on Wednesday.
c. There is a Check Out Challenge for the Summer. We hope to reach 24,242 checkouts from June 11th- August 31st. Check out five items gets the patron a slip to enter in a drawing for a chance to win a $100 Piggly Wiggly gift card.
d. I will give a tour of the SLP page on our website.

D. Slinger Business Network partnership

a. library will be a ticket selling location for an SBN event on July 9th

b. library will pay $75 to be a member of the SBN

c. partner with SBN on future events: Library Card Sign-Up Month in September and to give a presentation about the library to the members of the SBN

E. Capital Campaign Building Project update

a. 13 interviews were conducted between May 29th and June 6th, few more to take place in a week or two
b. 51 surveys were sent out via email. 9 have been returned. PLEASE check your emails for the survey.
c. Responses from interviews have been positive. All feel we are offering great services to community and believe we need a new library.
d. Once all interviews 20) are conducted and surveys returned, Sweeney group plans to present a report to us in August.

III. NEW BUSINESS

iii. 5-year Strategic Planning

Please see the included documents from WiLS:

1. The importance of Strategic Planning
2. Proposal for Strategic Plan Development, Consulting, and Facilitation Services
3. Strategic Plans from other libraries:
   a. Jack Russell Memorial Library
      https://www.hartfordlibrary.org/20182023_strategic_plan.aspx
   b. Germantown Community Library
      https://germantownlibrarywi.org/strategic-plan
   c. Oscar Grady Public Library
      https://oscargradylibrary.org/about/about-us
   d. Plymouth Public Library
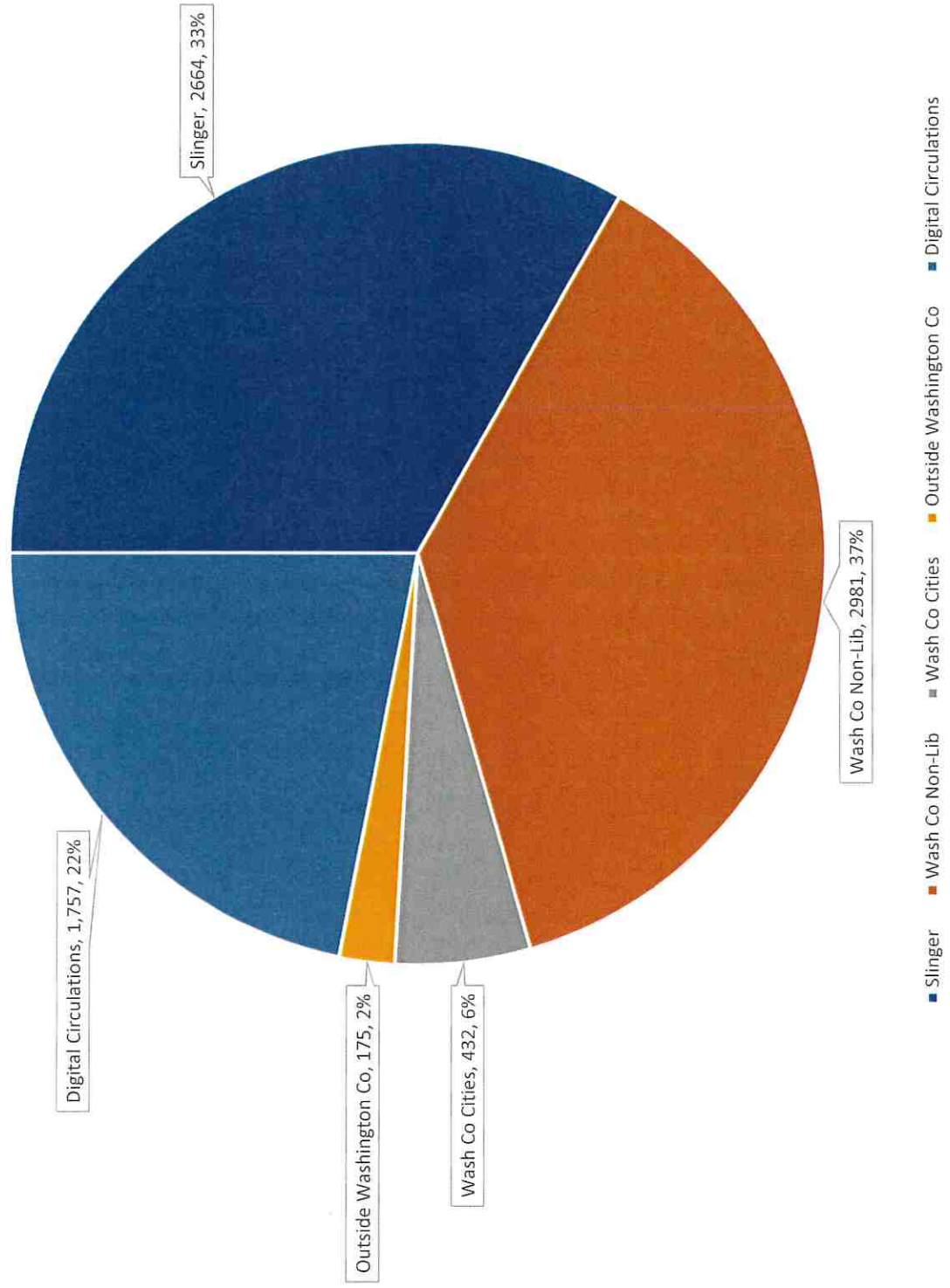   https://plymouthpubliclibrary.net/library/page/library-strategic-plan

Notes:

   i. Cost projected to be $10,440.00-$16,134.00.

   ii. Could be less due to the interviews and surveys done during the Capital Campaign project

   iii. Start time would be January 2025

Please contact me with any questions, comments or concerns before the meeting so that I may be prepared to answer them at the library board meeting.
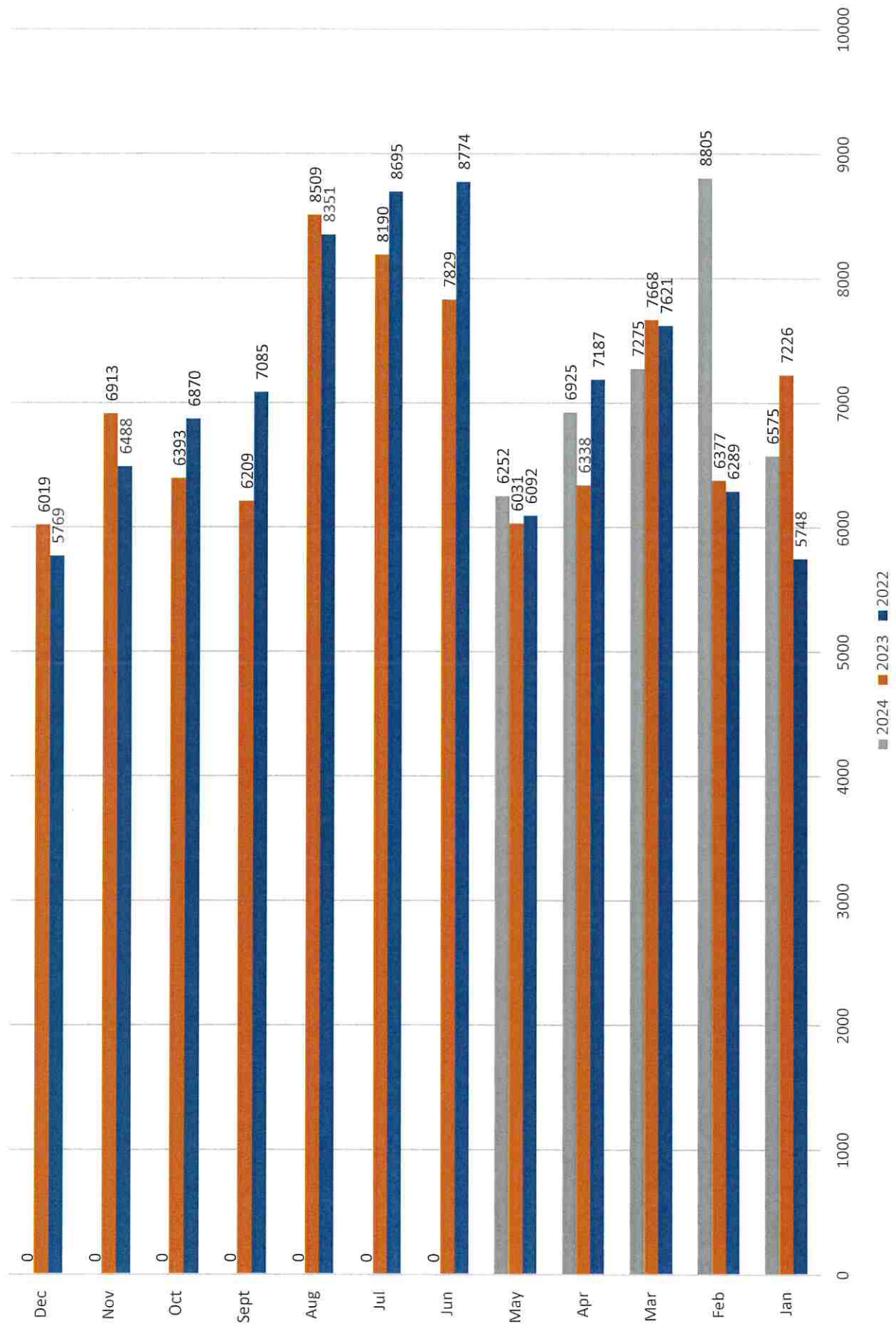
May Slinger Library Statistics

	2022		2023		2024	
Circulation Activity	Month	Yr End	Month	Yr End	Month	YTD
Number of Days Open	24	293	25	295	25	123
Patron Count	1,907	26,121	2,203	28,637	2,548	12,032
New Cards Issued	19	371	31	386	44	169
Physical	Month	Yr End	Month	Yr End	Month	YTD
Items Checked Out	6,095	84,970	6,031	83,715	6,252	35,832
Items Checked In	5,679	72,453	6,271	72,831	6,232	32,847
Holds Placed	1,630	21,046	1,601	21,595	1,735	9,117
Library of Things Check Outs (LOT)	NA	NA	154	1,850	216	920
Digital	Month	Yr End	Month	Yr End	Month	YTD
Libby & Overdrive Checkouts	1,122	13,615	1,417	16,861	1,583	8,315
Hoopla	180	1,587	227	2,271	174	831
Databases	Month	Yr End	Month	Yr End	Month	YTD
AtoZ Databases Logins (canceled for 2024)	197	2,340	159	1,194	NA	NA
Ancestry.com Logins	27	352	7	319	8	76
Universal Classes	4	54	NA	NA	168	3,082
Transparent Lang.(Pronunciator Exp2023)	0	28	NA	NA	3	26
Breakdown of Check Out Numbers	Month	Yr End	Month	Yr End	Month	YTD
Slinger	2,784	34,942	2,457	35,202	2,664	14,376
Wash Co Non Lib	2,855	43,413	3,223	41,980	2,981	18,319
Wash Co Cities	383	4,973	243	4,752	432	2,294
Outside Wash Co	70	1,639	108	1,768	175	843
Total Circulation Digital & Physical	Month	Yr End	Month	Yr End	Month	YTD
	7,394	100,205	7,675	102,667	8,009	44,978
Interlibrary Loan Activity-WISCAT	Month	Yr End	Month	Yr End	Month	YTD
Borrower - Requests from SL Patrons	10	97	0	138	14	71
Lender - Requests from other libraries	2	35	0	40	4	12
Library Programming	Month	Yr End	Month	Yr End	Month	YTD
Adult/Other Programs	2	79	3	97	8	47
Adult Program Attendance	17	710	26	895	62	432
Adult Self Directed Programs	0	2	0	2	0	1
Adult Self Directed Participation	0	159	0	195	0	57
Teen Programs	2	50	1	50	2	17
Teen Program Attendance	25	322	1	313	46	525
Teen Self Directed Programs	0	1	0	0	0	0
Teen Self Directed Attendance	0	54	0	0	0	0
Childrens Programs	0	163	11	209	12	65
Childrens Programs Attendance	0	2,993	412	3,399	451	1,487
Childrens Self Directed Programs	1	84	7	138	9	50
Childrens Self Directed Attendance	161	1,407	157	2,101	151	1,682
Other Library Services Offered	Month	Yr End	Month	Yr End	Month	YTD
Wifi Logins	458	5,928	1,018	7,269	728	1,456
Internet Logins	57	926	86	1,120	112	526
PAC Logins	1,606	18,497	1,531	17,822	1,358	6,864
Other Library Statistics	Month	Yr End	Month	Yr End	Month	YTD
Community Meetings	1	31	3	110	7	21
Community Meetings Attendance	11	307	34	402	51	237
Facebook Reach	3,601	45,210	1,191	47,891	2,772	17,008
Website Visits	4,364	61,575	5,605	137,961	27,274	81,040
Number of Volunteers	.0	28	12	50	10	25
Volunteer Hours	0.00	40.50	12.00	61.00	10.00	25.00
Reference Statistics	Month	Yr End	Month	Yr End	Month	YTD
Reference Questions	53	856	180	2,193	202	1,128
Computer & Technology Assistance	31	252	46	461	18	184

May 2024 Total Circulation 8,009
Physical 6,252 and Digital 1,757

Slinger, 2664, 33%

Wash Co Non-Lib, 2981, 37%

Digital Circulations, 1,757, 22%

Outside Washington Co, 175, 2%

Wash Co Cities, 432, 6%

Legend:
- Slinger
- Wash Co Non-Lib
- Outside Washington Co
- Wash Co Cities
- Digital Circulations

3 Year Physical Circulations

Month	2024	2023	2022
Dec	0	6019	5769
Nov	0	6913	6488
Oct	0	6393	6870
Sept	0	6209	7085
Aug	0	8509	8351
Jul	0	8190	8695
Jun	0	7829	8774
May	6252	6031	6092
Apr	6925	6338	7187
Mar	7275	7668	7621
Feb	8805	6377	6289
Jan	6575	7226	5748

3 Year Digital Circulation Libby & Hoopla

Month	2024	2023	2022
Dec	0	1641	1295
Nov	0	1610	1237
Oct	0	1722	1316
Sept	0	1654	1295
Aug	0	1585	1391
Jul	0	1581	1238
Jun	0	1612	1267
May	1757	1644	1302
Apr	1858	1550	1251
Mar	1891	1531	1262
Feb	1792	1408	1122
Jan	1848	1594	1262

Legend: 2024 (orange), 2023 (blue), 2022 (green)
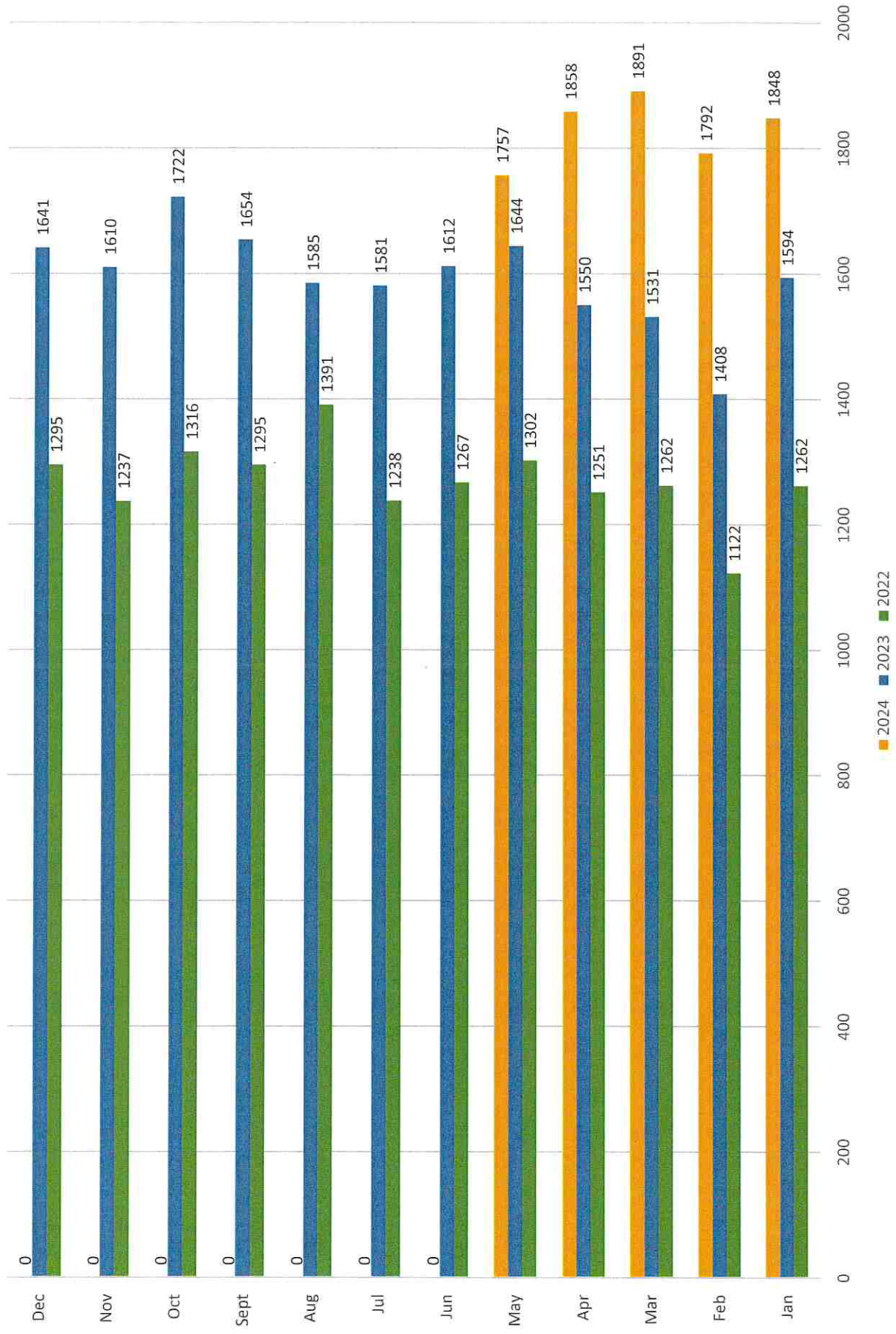
MAY 2024 Programs

Programs at the Library

	# of Programs	Attendance
ages 0-5	1	23
ages 6-11		
ages 12-18		
19+	4	42
general		
TOTALS	5	65

Volunteers at the Library

# of volunteers	10
# of volunteer hours	1

Outreach

	# of Programs	Attendance	on/off site
ages 0-5	6	71	5 on site/1 off site
ages 6-11	5	357	1on site/ 4 off site
ages 12-18	2	46	on site
19+	2	20	off site
general			
TOTALS	15	494	

Self-Directed

	# of Programs	Attendance
ages 0-5	7	73
ages 6-11	1	71
ages 12-18		
19+		
general	1	7
TOTALS	9	151

TOTALS	29	710

The meeting of Slinger Community Library Board of Trustees of the Village of Slinger was called to order by Library Board Vice President Donna Moldenhauer at 218 Slinger Road, Slinger, WI at 4:30pm on May 13, 2024 in accordance with Notice of Meeting delivered to members on May 10, 2024.

Roll Call and Confirmation of Open Meetings Law:

	Present	Absent
Marlyss Thiel(excused)		X
Donna Moldenhauer	X	
David Waterman	X	
Jane Hignite	X	
Beth Lighthizer	X	
Katherine Tobey	X	
Kent Voll	X	
	6	1

Also present:
Leslie Schultz, Library Director
Hanna Collins, Youth Service Librarian
Margaret Wilber, Village Administrator

I.Open for Public Comment: Director Schultz stated updates on the Capital Campaign Fundraising project. Director Schultz stated 20 interviewees were being picked and notified this week, surveys will go out in the coming weeks, and coordination between the village and library for interviews/tours will be made.

Youth Services Librarian, Mrs. Hanna shared an update on the youth and family programs, reading logs and prizes for the Summer Learning Program. Mrs. Hanna shared information about the IEEE grant for $2000 that will allow for the library to purchase 35 STEAM kits to be purchased in the Summer and out for circulation in the Fall. Finally, Mrs. Hanna shared her outreach schedule for May and during SLP to the schools and daycares.

II.Director's Report

A. Circulation and Library Use Statistics- April 2024

Monthly statistics 2023 vs 2024
Director Schultz stated April total circulations, digital (Hoopla & Libby) and physical were 8,783 with physical circulations at 6,925 and digital at 1,858. Physical circulations increased 9.2% (587 items) from April 2023. Digital circulations increased 19.8% (308 items) from April 2023. Patron count was 2,698 an increase of 29% (609 patrons) from April 2023.

B. Library Program Report- April 2024

Director Schultz shared the April Programs report.

C. Friends of Slinger Library Update

Director Schultz stated the FOSL had two fundraising events that raised 1 $1,377. Director Schultz stated 3 more fundraising events will happen in the Fall. Trustee Kent stated he placed containers at Community Park for aluminum cans and will coordinate with J. Feller to add more at other parks in Slinger.

D. 2024 Summer Learning Program

Director Schultz stated SLP will start June 10th and end July 27th.

E. Library Grant Updates

Director Schultz stated the library has been a recipient of 3 grants, IEEE grant for $2000, Aurora Health Care Grant for $1000, Slinger Kiwanis Club Sponsorship for $275. Director Schultz also stated she is working on the WiLS ideas for Action Grant and the WI Flexible Facilities Program grant.

III. New Business

i. Minutes of April 8, 2024 meeting

Motion by Tobey/Lighthizer to accept minutes as presented. Motion carried.

ii. April Financial/Vouchers Reports

Motion by Voll/Hignite to accept vouchers as presented. Motion carried.

iii. August Library Board Meeting-date change

Motion by Tobey/Hignite to approve changing the Library Board meeting in August to August 19th due to being bumped by the Village for Elections and the FOSL Book Sale in the Library Gather Room. Motion carried.

V. Announcements:

A. Next Meeting Date: Monday, June 17th, 2024 at 4:30pm

VI. Adjourn Meeting

Motion by Lighthizer/Waterman to adjourn at 4:57pm. Motion carried.

Respectfully Submitted, Leslie Schultz, Library Director.

VOUCHERS May 2024

230-00-55110-300-000 Processing Materials Supplies & Expense

Date	Description	Invoice #	Debit	Credit	Balance	% used of Budget
						$2,650.00
5/31/2024	Walmart	LOT Storage		$12.62	$2,225.83	
5/31/2024	CostCo	Batteries		$33.74	$2,213.21	
5/31/2024	DEMCO			$462.54	$2,179.47	
5/31/2024	Amazon	Processing Supplies		$26.59	$1,716.93	
5/31/2024	Amazon	Office Supplies		$6.99	$1,690.34	
5/31/2024	Amazon	LOT Storage		$6.27	$1,683.35	
		Food grade gloves			$1,677.08	37.00%
		TOTAL SPENT		$548.75		

230-00-55110-310-000 Central Services

Date	Description	Invoice #	Debit	Credit	Balance	% used of Budget
						$28,632.00
1/31/2023	Village of Slinger			$28,632.00	$28,632.00	
		TOTAL SPENT		$28,632.00	$0.00	100.00%

230-00-55110-320-000 Programs

Date	Description	Invoice #	Debit	Credit	Balance	% used of Budget
						$5,650.00
5/31/2024	Amazon	Program supplies-AD craft on the go kits		$29.98	$4,032.45	
5/31/2024	Walmart	Family Event program prize		$12.97	$4,002.47	
5/31/2024	Walmart	Family Event program prize		$10.93	$3,989.50	
5/31/2024	Piggly Wiggly	TN Program Supplies-APR		$21.89	$3,978.57	
5/31/2024	Piggly Wiggly	TN Program Supplies-APR		$19.65	$3,956.68	
5/31/2024	Aldi	Program Supplies		$10.73	$3,937.03	
5/31/2024	CostCo	SLP Prize		$31.64	$3,926.30	
5/31/2024	Amazon	Craft on the Go supplies		$4.59	$3,894.66	
		TOTAL SPENT		$142.38	$3,890.07	31.00%

230-00-55110-325-000 Marketing

Date	Description	Invoice #	Debit	Credit	Balance	% used of Budget
						$1,650.00
5/31/2024	Canva	Marketing tool-yrly fee		$179.87	$ 1,613.00	
		TOTAL SPENT		$179.87	$ 1,433.13	13.00%

230-00-55110-330-000 Training

Date	Description	Invoice #	Debit	Credit	Balance	% used of Budget
						$3,000.00
5/31/2024	Perc Place	Directors Council Lunch		$25.54	$ 2,009.81	
5/31/2024	Leslie Schultz	WAPL Conference Mileage (reimbursed through LSTA Grant)		$159.46	$ 1,984.27	
		TOTAL SPENT		$185.00	$ 1,824.81	39.00%

230-00-55110-350-000 Repair and Maintenance

Date	Description	Invoice #	Debit	Credit	Balance	% used of Budget
						$300.00
					-$8.99	
		TOTAL SPENT	$ -			102.90%

230-00-55110-530-000 Central Site Services-Building

Date	Description	Invoice #	Debit	Credit	Balance	% used of Budget
1/31/2023	Village of Slinger			$43,048.00	$43,048.00	$43,048.00
		TOTAL SPENT	$43,048.00		$0.00	100.00%

230-00-55110-726-000 Contracted Services Payments

Date	Description	Invoice #	Debit	Credit	Balance	% used of Budget
5/31/2024	MLS	MLS Yearly Fees #416237	$11,985.57		$14,161.38	$14,184.00
		TOTAL SPENT	$11,985.57		$2,175.81	85.00%

230-00-55110-800-000 - Library Capital Outlay/Collections

Date	Description	Invoice #	Debit	Credit	Balance	% used of Budget
5/31/2024	Ingram	CH & AD Prints	$849.35		$25,145.04	$32,269.00
5/31/2024	Midwest Tape	AD Book on CD	$57.66		$24,295.69	
5/31/2024	Amazon/Walmart	DVDs/Video Games/Music	$241.33		$24,238.03	
5/31/2024	Betty Brinn & MAM	Attraction Passes	$1,600.00		$23,996.70	
5/31/2024	Hoopla	Digital Content	$340.35		$22,396.70	
5/31/2024	LOT collection additions	Roku's	$718.62		$22,056.35	
		TOTAL SPENT	$3,807.31		$21,337.73	34.00%

230-00-55110-830-000 Technology

Date	Description	Invoice #	Debit	Credit	Balance	% used of Budget
5/31/2024	Charity Advantage (yrly fee)	Library website	$490.00		$4,948.42	$5,000.00
		TOTAL SPENT	$490.00		$4,458.42	11.00%

230-00-55110-101-000 Salary/Wages

Date	Description	YTD Actual	Budget	Unexpended	% Used
5/31/2024	F/T Wages	$46,609.60	$114,166.21		40.8%
5/31/2024	P/T Wages (w/benefits)	$21,977.39	$59,555.06		36.9%
5/31/2024	P/T Wages	$23,146.34	$57,774.60		40.1%
		$91,733.33	$ 231,495.87		39.6%

Slinger Community Library CDs

Certificate B- held at Associated Bank in Slinger - Acct #290811****
18-month CD renewed on 9/18/2019
Balance as of 3/18/21: $14,375.22
Interest Rate: .26%
Maturity Date: March 18, 2021
Account CLOSED on 3/18/21

Certificate C - held at Forte Bank - Acct#2155*****
12-month CD renewed on 4/14/2021
Balance as of 4/14/2022: $11,867.26
Interest Rate: .20%
Maturity Date: April 14, 2023
Account CLOSED on 11/30/22

Certificate E - held at Forte Bank -
12-month CD opened on 4/14/2021
Balance as of 4/14/2022: $14,403.99
Interest Rate: .20%
Maturity Date: April 14, 2023
Account CLOSED on 11/30/22

Certificate H - held at Forte Bank
15-month CD renewed on 9/5/2023
Balance as of 11/30/2022: $26,862.49
Interest Rate: 4.50%
Maturity Date: December 5, 2024

Total:	$27,163.87

Certificate J - held at Forte Bank
21-month CD opened on 11/30/2022
Balance as of 11/30/2022: $100,000
Interest Rate: 4.00%
Maturity Date: August 31, 2024

Total:	$102,004.47

Certificate M - held at Forte Bank
21-month CD opened on 3/20/2023
Balance as of 3/20/2023: $29,000
Interest Rate: 4.30%
Maturity Date: December 20, 2024

Total:	$29,314.31

Certificate N - held at Forte Bank
15-month CD opened on 7/14/2023
Balance as of 7/14/2023: $25,000
Interest Rate: 4.50%
Maturity Date: October 14, 2024

Total:	$25,000.00

updated 2/7/2024

2024   Library Accounts

Building & Offset Reserves -(Money Market Acct @ Associated Bank) Capital Offset Funds received from Washington County. Require a 50/50 match and intended for capital expenditures.
$261,259.67 @ Associated Bank at 3.56%
$100,000 @ Forte Bank at 4.0%
Balance: $533,538.32

Library Reserve Funds- Certificate H held at Forte Bank
Balance: $27,163.87

Cash and Investments- Funds made up of our operating costs and unused funds from previous years.
Balance: $369,223.05

7/11/22 Library Board approved the transfer of $150,000 from the Cash and Investment acct to Building & Offset acct.
11/14/22 Library Board approved the transfer of $100,000 of Building and Offset funds to be put in a CD at Forte Bank for 21 months @ 4%.

Updated 4/4/2024 by LAS

2024	Washington Cty/Non-Resident Income	230-00-43721-000-000		Budgeted: $184,096.69

Date	Description		Check #	Amount $
2/9/2024	2024 Circulation Pymt #1		541790	$85,060.45
2/19/2024	Dodge County 2023 pd circulation Reimbursement payment		676794	$889.06
5/29/2024	Ozaukee County 2023 pd circulation reimbursement payment		5342	$41.15
				$85,990.66

Monthly Deposit 2024

Slinger Community Library Total Monthly Deposit *(minus sales Tax)*

January	$ 617.56	April	$ 814.45	July	$ -	Oct	$ -
February	$ 382.68	May	$ 351.85	August	$ -	Nov	$ -
March	$ 323.75	June	$ 199.55	Sept	$ -	Dec	$ -
						Total	$ 2,689.84

Fines/Fees Monthly Deposit		Services Monthly Deposit		Donations Monthly Deposit			
Late fines (other libraries), lost item fees, missing pieces, replacement costs		*Copies - Faxing - Replacement Cards - CC Coffee Snacks*			Regular	Building & Offset	Other
January	$ 45.12	January	$ 167.38	January	$ -	$ 414.00	$ -
February	$ 221.74	February	$ 116.76	February	$ -	$ -	$ 50.41
March	$ 141.95	March	$ 181.80	March	$ -	$ -	$ -
April	$ 128.95	April	$ 151.87	April	$ 533.63	$ -	$ -
May	$ 203.47	May	$ 148.38	May	$ -	$ -	$ -
June	$ 107.72	June	$ 73.42	June	$ 18.41	$ -	$ -
July	$ -	July	$ -	July	$ -	$ -	$ -
August	$ -	August	$ -	August	$ -	$ -	$ -
September	$ -	September	$ -	September	$ -	$ -	$ -
October	$ -	October	$ -	October	$ -	$ -	$ -
November	$ -	November	$ -	November	$ -	$ -	$ -
December	$ -	December	$ -	December	$ -	$ -	$ -
Total	$ 848.95	Total	$ 839.61	Total	$ 552.04	$ 414.00	$ 50.41

SCL Fine Free 9/1/2023

The Importance of Strategic Planning

There are many reasons to plan. Here are a few reasons we think strategic planning is important:

Engages your Community

The strategic planning process is an ideal time to ask your community what they need and how the library can help. You are likely doing this work already, but planning ensures that you are listening and learning and making sure that your library is guided by the community it serves.

Helps with decision-making

Strategic planning offers a way to determine how to deploy resources on a regular (yearly) and irregular (say, sudden influx of funds) basis. You can go to your plan and see what you've laid out as your priorities. It provides a decision-making framework for an organization.

Communicates the priorities of the library

A strategic plan communicates the goals and directions of your library or organization to all sorts of stakeholders, including

- **Your public, patrons, customers, and/or users**
- **Your administration**
- **Your staff**
- **Yourself**

We all get lost in the details and day-to-day tasks of our jobs. A strategic plan helps remind us of the bigger goals for our institutions and allows us to check in periodically to see if we're still on track.

Sets measurable goals

It is helpful to set goals to:

- Serve as a marker to show members of your organization, funders, and the greater community what your organization has accomplished.
- Check to see if your goals are (or were) realistic. If you haven't met the goals laid out, you can ask why that might be (did you lose a staff member? Were you unrealistic? Did priorities change?).
- Help your library stay on track and be accountable.
- Effectively show leaders, funders, and other stakeholders how funds are used to meet goals.

A strong strategic plan is both an organizational and communication tool. It helps a library determine, set, measure, and communicate its goals. It should also be flexible enough to accommodate sudden changes or new, unexpected opportunities.

Why use outside experts?

- Strategic planning is time-consuming, especially if you want a thorough process that engages many stakeholders, and the planning process can quickly become overwhelming for library staff and leaders with already full plates.
- Outside facilitators can offer expertise, accountability, neutrality, and credibility.

Further reading:

- Strategic Planning: Is Your Library Future-Ready?

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March, 2024

Proposal for Strategic Plan Development, Consulting, and Facilitation Services

Slinger Community Library

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Overview

WiLS, in partnership with the Slinger Community Library, will provide consulting and facilitation services in order to create a five-year strategic plan. The planning process project will have three main phases, with a potential for a fourth:

1. Setting the stage for planning
2. Stakeholder engagement
3. Strategic plan refresh
4. Meaningful assessment of your strategic plan

The Slinger Community Library and WiLS will engage various stakeholders in order to evaluate the library's most recent strategic plan and to learn more about their aspirations for the

community as well as their needs for the library. Community engagement will be supplemented with robust quantitative data collection and analysis to ensure the strategic plan will be data-informed and meet the needs of the community and the library.

Deliverables and Cost

Each phase is customizable in order to make sure your library has the process that will result in an inspirational and achievable strategic plan. The items that we minimally recommend are bolded. For any meetings that require travel, the cost will reflect travel time and mileage ($798.00 per travel event). Not all meetings benefit equally from being in person, and WiLS is able to conduct all aspects of the planning process virtually.

Project Phase & Associated Activities	Description	Tentative timeline
Phase 1: Setting the Stage	In this phase, we will kick off the strategic planning process with a look at community demographics and a review of the previous strategic plan. At a virtual kick-off meeting with the strategic planning team, we will get to know each other, discuss the process, and review and edit a communication plan for the strategic planning process.	January 2025
Demographics workbook	WiLS provides a snapshot of the library's service area/community demographics, pulling from different federal and state data resources. The information gathered during this process will be used by the planning team to develop a stakeholder map.	
Community and Library Landscape Questionnaire	WiLS will administer a questionnaire to the planning team to develop an understanding of library and community aspirations, issues, and needs. The results will be compiled for the kick-off meeting and used as a data set later in the process.	
Strategic Planning Kickoff Meeting (virtual)	WiLS will facilitate a 90-minute virtual kickoff meeting with the Strategic Planning planning team. The meeting's agenda will include 1. An overview of the process, including the phases and associated activities, to develop a timeline/calendar for the process 2. An overview of the planning team's role 3. Time for questions and suggestions	

Phase 2: Stakeholder Engagement		We believe that hearing directly from the community, including library staff, helps your library make the best decisions for its future.	February - April 2025
	Library Staff SOAR	WiLS will coordinate and facilitate a three-hour meeting of library staff utilizing the SOAR method (Strengths, Opportunities, Aspirations, and Results). This meeting will be held using in-person facilitation.	
	Library Board Questionnaire	The questionnaire will ask board members questions about the community and library that have strategic implications for the library.	
	Community Survey	WiLS, in partnership with the library, will administer a community survey that is available online and in hard copy. The time and cost reflected here are for the base community survey, which asks questions to understand usage, perception, and satisfaction related to library services, as well as optional basic demographic questions. Additional questions or extensive edits to the base survey may result in additional hours and costs. WiLS will include survey promotion tips in the broader communications plan. WiLS will analyze the survey results. Top-level findings will be shared in the data webinar.	
	Data Dashboard Access & Tour (virtual)	The planning team will be given access to a dashboard created and hosted by WiLS. This dashboard takes DPI Annual Report data into a visualized format that allows you to see an individual library's data for up to the previous five years and a look at your library compared to a cohort average of similar libraries, identified through statistical modeling. The dashboard also includes some basic descriptive statistics of specific measures. This includes access to the dashboard for the period of the project as well as an hour-long virtual tutorial with WiLS' Data Analyst to walk planning team members through how to use the dashboard. Top-level findings will be shared in the data webinar.	
	Stakeholder interviews (optional)	WiLS, with assistance from the library, will coordinate a series of 30-minute 1:1 interviews with library and community stakeholders. The interviews will provide qualitative data and insight into community strengths and opportunities and what catalyzing role the library might play. The interviews may be conducted by WiLS virtually or by phone. OR, WiLS can do a 90-minute staff training to build the library's capacity and save on the cost by conducting virtual, phone, or in-person interviews internally.	

		Detailed notes will be taken at each interview (WiLS- or library-facilitated). WiLS will theme the notes from interviews and present the findings at the data webinar.
	Community Gathering	WiLS will partner with the library to coordinate a two-hour "Library Open House" at the Slinger Community Library. This open-house-style gathering will be built around future-facing questions to explore community strengths, opportunities, and possible roles for the library. WiLS will be onsite for the gathering OR, WiLS can provide a detailed how-to and hosting guide for the library to facilitate. Note: This activity will require 4-5 hours of library staff time to prep and set up the event(s), host the event(s), and then take and share photos or scans of the notes and responses with WiLS. Detailed notes will be taken at each gathering (WiLS- or library-facilitated). WiLS will theme the notes from gathering(s) and present the findings at the data webinar.
	Community Q&A boards - in-library (optional)	WiLS will provide a basic handout and a how-to for library staff on creating community "Q&A" boards at library locations. This passive, interactive activity will pose a set of future-facing questions to explore community strengths, opportunities, and possible roles for the library. Note: This activity will require 3-4 hours of library staff time to prep and set up the stations, monitor them throughout their "open" period, and then take and share photos of the responses with WiLS. WiLS will theme the responses and present the findings at the data webinar.
	Community Q&A boards – virtual (optional)	WiLS will provide a how-to for library staff on creating community "Q&A" discussions virtually through a set of coordinated social media postings as a way to mirror the in-library Q&A board stations. Note: This activity will require 3-4 hours of library staff time to prep and schedule social media posts, monitor them throughout their "open" period, and then take and share screenshots of the responses with WiLS. WiLS will theme the responses and present the findings at the data webinar.
	Consideration of Fundraising Information Gathered	The library will provide WiLS and the planning team with any data and information that has been gathered that may have strategic implications (notes and themes from community conversations, questionnaire responses, survey analysis, etc.). WiLS will not analyze this data, but will review, pull out key takeaways, and encourage planning team members to do the same.
Phase 3:		WiLS will meet with the Strategic Plan planning team to	May-June 2025

Development of the Strategic Plan & Strategic Plan Deliverable		review the citizen engagement input and develop a strategic plan and mission statement that articulates a vision for the library, develops key focus areas, highlights strategic initiatives, and establishes goals and metrics by which the success of goals and initiatives will be measured.	
	Data Webinar (Virtual)	WiLS will develop and deliver a 1.5-hour webinar to review the data and information gathered with the Strategic Plan planning team before the strategic plan development meeting. This webinar will be recorded for anyone from the committee who cannot attend. The committee will be provided a slide deck of the compiled information along with the data used for the slide deck.	
	Theming Worksheets	WiLS will provide planning team members with a worksheet to capture their ideas about themes and important ideas that emerged during the data and information gathering phase.	
	Framework Meeting (virtual or in-person)	WiLS will develop processes and provide facilitation services for up to a 4-hour strategic plan development meeting of the planning team. The result of this meeting will be the finalization of strategic goals and measurable objectives. *This meeting can be virtual, but we recommend in-person if possible.*	
	Plan Writing	WiLS will compile the results of the planning meetings to include with other documentation to develop and write a strategic plan and mission statement document. WiLS will coordinate a schedule with the library to finish writing the plan and obtain any feedback from appropriate stakeholders. WiLS allocates 16 hours for writing the strategic plan document. If additional writing time is requested beyond the 16 hours, an adjusted cost for this component will be required.	
Phase 4: Meaningful Assessment of Your Strategic Plan			July 2025
	Assessment meeting (virtual)	Regular assessment and evaluation of your plan can provide clarity on implementing your strategic plan and seeing your library's achievements of its goals. Working with WiLS' data analyst, the library will learn how to set meaningful benchmarks and assess their strategic plan efforts. This will include a two-hour training session with up to 6-8 staff participants and tools and templates to easily and routinely assess efforts.	

Communication and Project Management Work	Time held for communication with the main point(s) of contact for the project and ensuring the project runs smoothly throughout the timeline.	Ongoing

Cost to Perform

The cost for each phase and activity is outlined in the table below.

Phase & Activity	Cost
Phase 1:	**$ 1,276.00**
Demographics workbook	$348.00
Library and Community Landscape Questionnaire	$348.00
Strategic Planning Team Kickoff Meeting (virtual)	$580.00
Phase 2: Community & Staff Engagement	**$4,176.00 - $8,144.00 (recommended process in bold, $4,974.00)**
Library Staff SOAR (virtual)	$928.00
Library Staff SOAR (in person)	**$1,726.00**
Library Board Questionnaire	**$348.00**
Community survey*	**$1,392.00**
Data Dashboard access & tour (virtual)	**$580.00**
Stakeholder interviews performed by WiLS (optional)	*$174.00 per interview - up to 6 $1,044.00*
Community Gathering (optionl, n-person and WiLS attended)	*$1,430.12 or $441.00*
Community Gathering (optionl, library hosted)	
Community Q&A boards - in-library (optional/alternate)	$348.00
Community Q&A boards - virtual/online (optional/alternate)	$348.00

Consideration of data gathered during fundraising	$928.00
Phase 3: Development of the Strategic Plan & Strategic Plan Deliverable	$4,640.00 - $5,438.00
Data webinar (virtual)	$1,392.00
Framework meeting (virtual) Framework meeting (in-person)	$1,392.00 $2,190.00
Plan writing	$1,856.00
Phase 4: Meaningful Assessment	$ 928.00
Assessment meeting (virtual)	$928.00
Note: Travel (per travel event)	*$ 798.00*
TOTAL ACTIVITY COST RANGE	**$10,092.00 - $15,786.00**
Communication and Project Management Work	**$2,018.00**
TOTAL PROJECT RANGE	**$12,110.00 - $17,804.00**

* Depending on the data gathered by the fundraising consultant, this survey may be duplicative. The library should only consider a community survey if it provides significantly different information that can guide strategic directions in the coming years. If the library does not use a community survey, the total project range changes to $10,440.00 - $16,134.00.

The lower range total does not include any optional components and defaults to virtual meetings in many cases (all noted). The higher total reflects more in-person and/or direct facilitation from WiLS. It includes travel costs for selected meetings as well as the optional community engagement activities and the assessment meeting.. We are happy to customize and refine the process to your library's needs. The higher total would not be exceeded.

The prices and timeline in this proposal are locked in for 60 days from the date of sharing. Should the library need more time to make a decision, WiLS may need to revise the proposal

Key Staff

When you hire us, you get the whole team. WiLS' service experts have diverse skills and experiences and can be brought in, as needed, on any project. This keeps us flexible and responsive to the needs of different projects and helps us keep our eyes on the horizon of emerging and innovative practices from various vantage points.

Melissa McLimans, Library Strategist & Consulting Team Lead, has over eight years of experience leading strategic planning processes with public libraries and library systems. Melissa has worked with dozens of libraries and community stakeholders to develop, complete, and implement achievable strategic plans that reflect the needs of organizations and their stakeholders. Melissa is well-experienced in data collection, including administering community surveys, leading focus groups, and conducting interviews, as well as facilitating planning meetings and writing strategic plans.

Laura Damon-Moore, Library Strategist & Consultant, partners with her consulting team colleagues to offer manageable and dynamic planning projects that are community and asset-based. She brings a background in community engagement, community-led program development, and youth services, as well as significant project coordination, communications, and writing experience as co-founder of the Library as Incubator Project and @IArtLibraries. In addition, Laura has a certificate in Asset-Based Community-Led Development (ABCD), which she uses as a lens for much of her work with libraries.

Kim Kiesewetter, Data Analyst & Consultant, works on a variety of library-centric, data-driven projects with the WiLS consulting team. She brings with her over a decade of research and evaluation experience. Her background in the social sciences provides a foundation for her work, including extensive training in evaluation, research methods, and statistical analysis. Her approach to projects is warm, open, and accessible, and focuses on intuitive and accessible deliverables.