



L.D. Fargo Library Strategic Plan

2024-2029



L.D. FARGO PUBLIC LIBRARY
LAKE MILLS, WISCONSIN

FOUNDATIONS

Planning for the Future

The Mission of the L. D. Fargo Public Library is to serve the people of Lake Mills and the surrounding area as a reading, learning, entertainment, cultural, and technological center.

Responsible & Purposeful Service Development

We continually engage with our community to understand the needs and aspirations of its citizens. We work to provide flexible and plentiful spaces to support the needs of this dynamic community.

Open Access and Opportunities for All

We manage a collection that covers the breadth of changing interests, technologies, and formats. Together with our programs, it is focused on appealing to the diverse tastes and needs of our community.

Responsible Stewardship of the Community's Investment

We recognize that the library belongs to the people of the community, and our actions honor the public trust.

Intellectual Freedom & Patron Privacy

We embody the library's status as a cornerstone institution of democracy for an informed public. We do this by providing information and programs that offer a wide variety of viewpoints on a broad range of topics. We protect every individual's right to explore information and ideas in a confidential manner.

Communication of Opportunities and Value

We communicate the value of our services to the community through a variety of media. We cultivate relationships with government and municipal organizations.



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The L.D. Fargo Library Strategic Plan guides the work that the library staff and Board will do in the coming years. The plan is shaped with the understanding that the library will remain flexible, adapt to its goals, and take action steps as warranted. Throughout, we will maintain our organizational values and priorities, measure what we do against our mission and goals, and remain focused on serving the community.



Vision	Mission
Cultivate a community of informed and engaged citizens.	Connect people to information, ideas, and one another in a vibrant and welcoming community-responsive environment.
Values	Goals
Prioritize service, inclusivity, innovation, and development.	Our goals are focused on three areas to best serve our community: Resources, Connections, and People.



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RESOURCES

FACILITY

Be prepared to meet the needs by planning for current and future spaces, while planning for building needs and developing cost-effective interim strategies to meet the needs of the community by addressing deficits in the comfort, space, functionality, and operational mechanics of the existing building.

Action Steps:

Engage library facility planning consultants to:

- Complete a building analysis which explores the viability of the existing building and its systems.
- Assess current infrastructures and explore options to update.
- Implement changes to maximize use and functionality of interior spaces
- Develop a building program report that fully articulates the current and future space needs of the library.
- Prepare an estimate of construction costs for the projects outlined by the building program report.



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CONNECTIONS

SERVICES

Adapt and innovate to meet changing and new needs as well as maintain and strengthen core services.



Action Steps:

- Establish an appealing reading and study space for all ages.
- Expand and explore services for older adults.
- Maintain engagement with the community youth.
- Partner with outside community groups for cultural and educational experiences.

COMMUNICATIONS

Increase community awareness of library services through marketing and promotion and communicate efforts and results to stakeholders.

Action Steps:

- Ensure that the budget provides adequate support for marketing and outreach.
- Continuously search for new ways to connect with users and nonusers.
- Provide resources and information to groups using the library.
- Explore fundraising activities in cooperation with community partners.



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PEOPLE

STAFF/ADMINISTRATION

Attract and retain highly qualified staff, working sufficient hours to service our growing service area's changing needs.

Action Steps:

- Regularly assess library services to determine the best uses of staff time.
- Increase staffing through additional positions and hours.
- Use current compensation studies to ensure the library is a competitive employer.
- Provide time and resources for staff to plan, discuss, learn and collaborate with one another, our local community, and the library community at large in addition to delivering direct customer service.
- Increase workplace satisfaction using staff input.
- Continue and enhance communication among staff, Library Board and City Government.
- Provide continuing education for staff.



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ACKNOWLEDGEMENTS & BACKGROUND

During the summer of 2023, a Strategic Planning Committee comprised of Library Board Trustees and staff members began a planning process that aimed to assess the library's current services, explore community perceptions and expectations, and develop a course of action for the future. To develop this plan, the committee reviewed community demographics and library statistics, and solicited feedback in community wide surveys. The committee analyzed results, reviewed the plan's foundations and drafted a plan. We thank you for reading this plan and investing in your library. Please contact committee members with questions or comments.

Strategic Planning Committee Members

Gerard Saylor
James Braughler
Kristi Wendt
Robin Untz

Library Board:

Shaun Bollig
Wendy Brockert
Tonya Olson
Michelle Quednow
Robin Untz
Kristi Wendt
Thomas "Bud" Skupniewicz

Library Staff:

Gerard Saylor | **Library Director** gerardsaylor@lakemills.lib.wi.us
James Braughler | **ILL and Cataloging Services** james.braughler@lakemills.lib.wi.us
Rebecca Feirer | **Children's Librarian** rebeccafeirer@lakemills.lib.wi.us
Brianna Adams | **Young Adult Services** briannaadams@lakemills.lib.wi.us
Marilyn Sieb | **Adult Services** marilynsieb@lakemills.lib.wi.us
Karie Pollard | **Library Assistant** kariepollard@lakemills.lib.wi.us
Autumn Scoville / **Library Assistant** autumnscoville@lakemills.lib.wi.us



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