

# Strategic Plan

# 2024-2029

## Our Mission

To enrich lives by providing access to information, inspiration, and opportunities to connect.

MARATHON COUNTY  
PUBLIC LIBRARY

## Our Vision

Connecting people to endless possibilities

## Goal: Increase Awareness

Our community knows there is something for everyone at Marathon County Public Library. The library's mission and offerings are shared through a robust, adaptable communications and marketing strategy to increase awareness and help community members see the library in their lives.

### Measurable objectives:

- Implement a communication campaign to articulate the library's mission, value, and role throughout the county.
- Improve community awareness of library events and resources through a targeted marketing and outreach campaign highlighting specific aspects of the library's offerings.

## Goal: Enhance User Experience

Library spaces across the county encourage people to gather, learn something new, connect with neighbors, and accomplish tasks. Visitors can easily find what they're looking for and feel a sense of belonging at the library.

### Measurable objectives:

- Increase library visits and new visitors through improvements and updates to library spaces.
- Improve access to library buildings, services, and resources by implementing universal design practices.
- Utilize technology to streamline frontline services, improve patron experience, and increase organizational efficiency.
- Conduct a space assessment that engages partners to narrow possibilities for Wausau's third-floor space.

## Goal: Serve as a Community Hub

Marathon County is full of possibilities. There are many natural and recreational resources, a strong network of community-based organizations, and the region is primed for economic growth. The library is a hub where resources, services, and partnerships combine to elevate Marathon County's opportunities based on surveyed community needs.

### Measurable objectives:

- Develop data and information-gathering processes and location-specific engagement strategies to ensure services, programming, spaces, and partnerships align with community needs.
- Develop or refine services, collections, and programs to meet our community's innovation and learning needs.
- Increase awareness of and engagement with county-wide events and initiatives, using the library's branch network to spread the word.

## Goal: Support Our Staff

The knowledgeable and welcoming staff of Marathon County Public Library can grow professionally, balance their workloads, and feel supported in their work by library colleagues, the library board, and county stakeholders.

### Measurable objectives:

- Improve employee satisfaction through increased staff empowerment and expanded capacity.
- Increase opportunities for staff to expand job knowledge by offering continuing education on relevant and timely topics.
- Establish mechanisms to increase the safety and security of library staff.