

A STRATEGIC PLAN FOR THE HATCH PUBLIC LIBRARY 2015 - 2019



OUR MISSION is to provide educational, career, cultural and recreational opportunities to our community.

To that end, we strive be:

- ***A recognized and trusted resource for all kinds of material and information***
- ***A welcoming community gathering place***
- ***An active member in a prospering downtown***
- ***A cornerstone of family, cultural and civic life***



OUR GOALS focus our services on five key areas.

1. Support Educational, Recreational and Career Opportunities

- *Promote learning and literacy in all forms by continuing to offer quality print collections, while maintaining state-of-the art technology, internet access and e-books free to patrons;*
- *Provide services which support and assist patrons seeking employment or advancing their career;*
- *Strengthen early childhood and young readers services to promote literacy and engage new library users;*
- *Offer opportunities for life-long learners in a wide range of areas and provide reader's advisory services to encourage reading and discovery;*
- *Continue to introduce new technologies to foster creative expression.*

2. Establish the Library as a Civic and Cultural Hub in Downtown Mauston

- *Provide opportunities and spaces for people to meet, exchange ideas and participate in the life of the community;*
- *Lead the community in making a diverse range of cultural, intellectual, technological and creative resources available to everyone, and provide the space to share such activities;*
- *Provide a downtown anchor for area-wide programs;*
- *Eventually expand into the Riverfront Level to offer a variety of spaces for diverse programs, and to encourage interaction and creativity;*

3. Build Partnerships with other Community Organizations

- *Strengthen connections with local organizations, schools, and talented area residents to provide cultural, educational and recreational programs to better serve the public and reinforce community bonds;*
- *Forge new bonds and partnerships to reach a broader cross-section of the public.*

4. Increase Public Awareness

- *Use local newspapers and radio as well as social media and other methods to consistently promote library resources, technology and programs;*
- *Reinforce the library's reputation as a dependable source of information in all formats;*
- *Participate in community events and activities;*
- *Maintain a vibrant and informative web presence.*

5. Ensure Library Future

- *Enhance staff training in ever-changing technology to assist patrons, and to provide excellence in all customer service areas;*
- *Maintain and/or increase staff to extend hours and enhance services;*
- *Maintain good relationships with community leaders, City of Mauston officials and other local government personnel;*
- *Work with local funding bodies to obtain sustainable financial support;*
- *Supplement local government support with charitable donations, foundation funding and grants to develop the Riverside Level.*

