
Library's Vision, Mission, Values & Strategic Lens

Library Board Presentation, October 7, 2021

Presented by Tana Elias



Madison Public Library Vision

Madison Public Library: your place to learn, share, and create.

Madison Public Library Mission

Madison Public Library provides free and equitable access to cultural and educational experiences. We celebrate ideas, promote creativity, connect people, and enrich lives.

Madison Public Library Values

Learning in all forms
Diverse perspectives
Intellectual freedom
Customer experience
Collaboration
Innovation
Making a difference



Madison Public Library Strategic Lens



Literacy is the ability to interpret and understand. It is our purpose.



Engagement encompasses how we connect to the community and build relationships. It is how we do business.



Community includes all of Madison. It is who we serve.



Equity refers to the measures we take to help the people in our community realize their full potential. It is how we serve.



Accountability means we take responsibility for our actions and produce results. It is our promise.



A Brief Timeline

- 2013 - new Library Director, new Central Library, new brand/logo
- 2016 - revised Vision and Mission
- 2017 - new Values and Strategic lens (adopted April 6, 2017)
- 2019 - present - Work Plans (City Work Plan, Equity Plan, Marketing Plan, etc.)





Literacy

WISCONSIN
BOOK
FESTIVAL



WE READ
NOSOTROS
LEEMOS

Learn more:

We Read: madpl.org/weread

Wisconsin Book Festival: wisconsinbookfestival.org

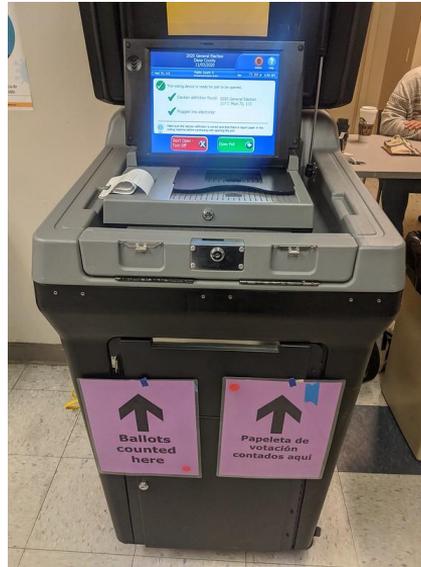
Parents as First Teachers:

madpl.org/impact/literacy/parents-first-teachers





Engagement



Learn more:

Pinney Artist in Residence:

<http://madisonbubbler.org/pinney-studio-artist-in-residence>

Dream Bus: dreambus.org

Voting and Voter Registration



Accountability



Learn more:

Process Improvements

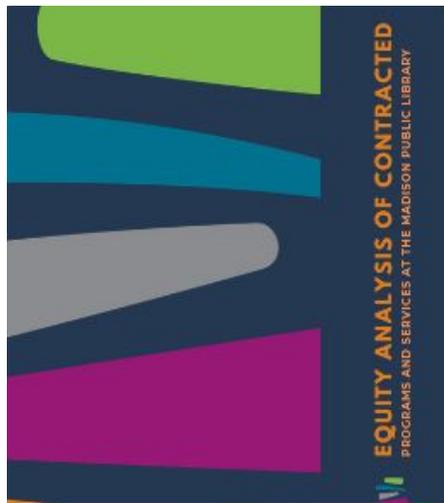
LED Lighting

Self Check:

madpl.org/impact/accountability/youve-got-power



Equity



Learn more:

Native Storyteller in Residence:
madpl.org/events/madison-public-library-welcomes-first-native-american-storyteller-residence

Contractor Audit

Affinity Groups & Equity Training





Community



LIBRARY TAKEOVER
Bring your idea to the library!
You'll get:

- Funding for both **YOU** (\$400/person) and **YOUR PROGRAM** (\$2,000 event budget)
- Free space at the library + time to plan the event
- Advice from local experts on event planning

APPLY NOW



Made possible with support from:    Foundation



Learn more:

It Takes a Village Event

Library Takeover: madpl.org/engagement/library-takeover

Staying open during a pandemic!:

madpl.org/impact/yourlibraryisheretolisten



Learn more: madpl.org/impact