

Report to the Library Board

May 2012

On your agenda is a presentation to update you on the progress of our **Strategic Planning** efforts. The Library has been working with Josh Morrill and Dan Reed of Morrill Solutions Research to develop a strategic planning process based on the "four futures" model of scenario planning. At this month's meeting, Josh Morrill will briefly present on the planning model and planning process used by the library's 14-member Strategic Planning Steering Group, as well as on the outcomes from that process. He'll be joined by library managers Tana Elias and Alice Oakey, who will present on the background data that helped inform planning and the library's draft of new strategic initiatives for 2012-2014, respectively. We are asking for your approval to move ahead with these initiatives.

Also on your agenda, Cricket Redman of Cricket Design Works will present on the joint **rebranding project** undertaken by the MPL Foundation and the Library. After much data analysis, staff and stakeholder feedback, and design refinements, the Foundation and the Library have a fresh, new, customer-focused brand and logo which will be unveiled in late summer. As part of the planning for our new brand launch, the Library has focused on creating uniformity in its external communications, increasing the visibility of the Library in the community immediately before the public phase of the Foundation's capital campaign for the new Central Library begins.

In other news, a current Youth Services collaboration with MMSD involved distribution of 1800 special edition Kidpages to all **MMSD 4k families**. 4k families were invited to learn more about free library services, get library cards, and attend one or more of seven 4k evening storytimes at MPL branches throughout the city during April and May.

From the branches: **Hawthorne Branch** supervisor Marc Gartler reports that the Friends of Hawthorne Library had their most successful book sale ever earlier this month, with net income of almost \$2,400. Hawthorne is also hosting an exhibit of artist Michael Velliquette's pieces in the community room. Mr. Velliquette is the artist who did the wonderful paper-cut piece at the Goodman South Madison Branch.

For next month: per your request at the last meeting, I have been reviewing the studies done in the last several years on the different methods of **public library organization and governance**. Wisconsin statutes establish four methods: Municipal libraries, Joint libraries, Consolidated county libraries, and County library services. In its 2011 *Public Library District Legislation Proposal*, the Wisconsin Library Association is proposing a 5th method – a public library district. I will have a report for you on this topic in next month's packet.

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